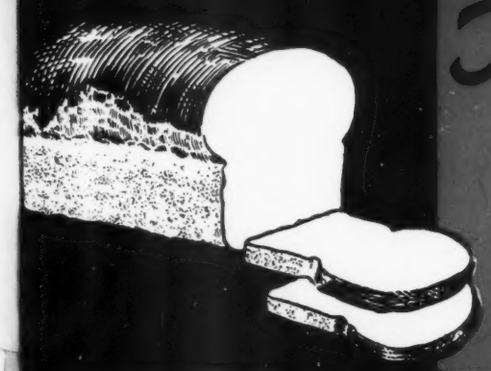

The American BAKER®

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JANUARY, 1949

Volume 27
Number 1

AMERICAN INSTITUTE OF BAKING — Your Key to Growth and Progress — FOUNDED 1919

40th Fortieth Anniversary

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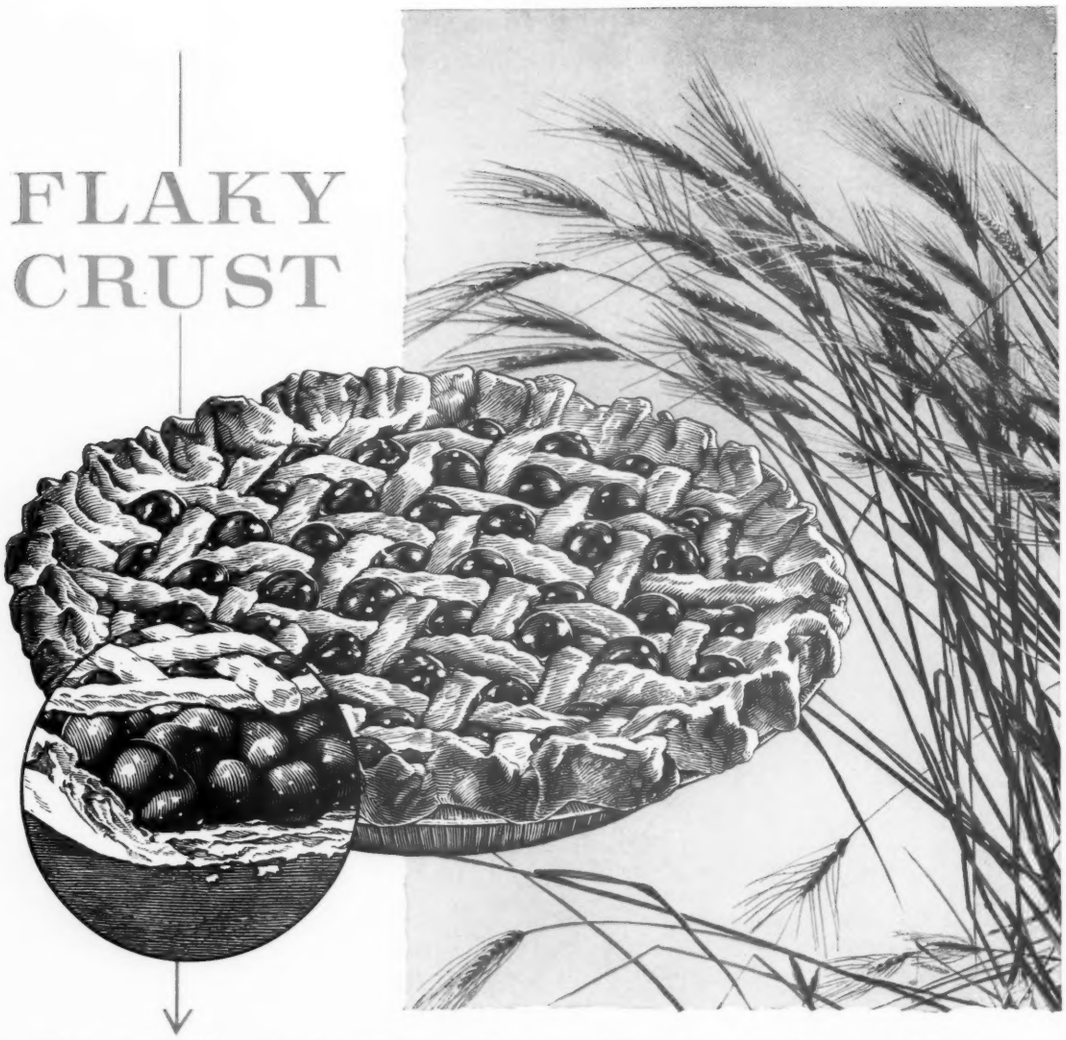
FLAKY CRUST



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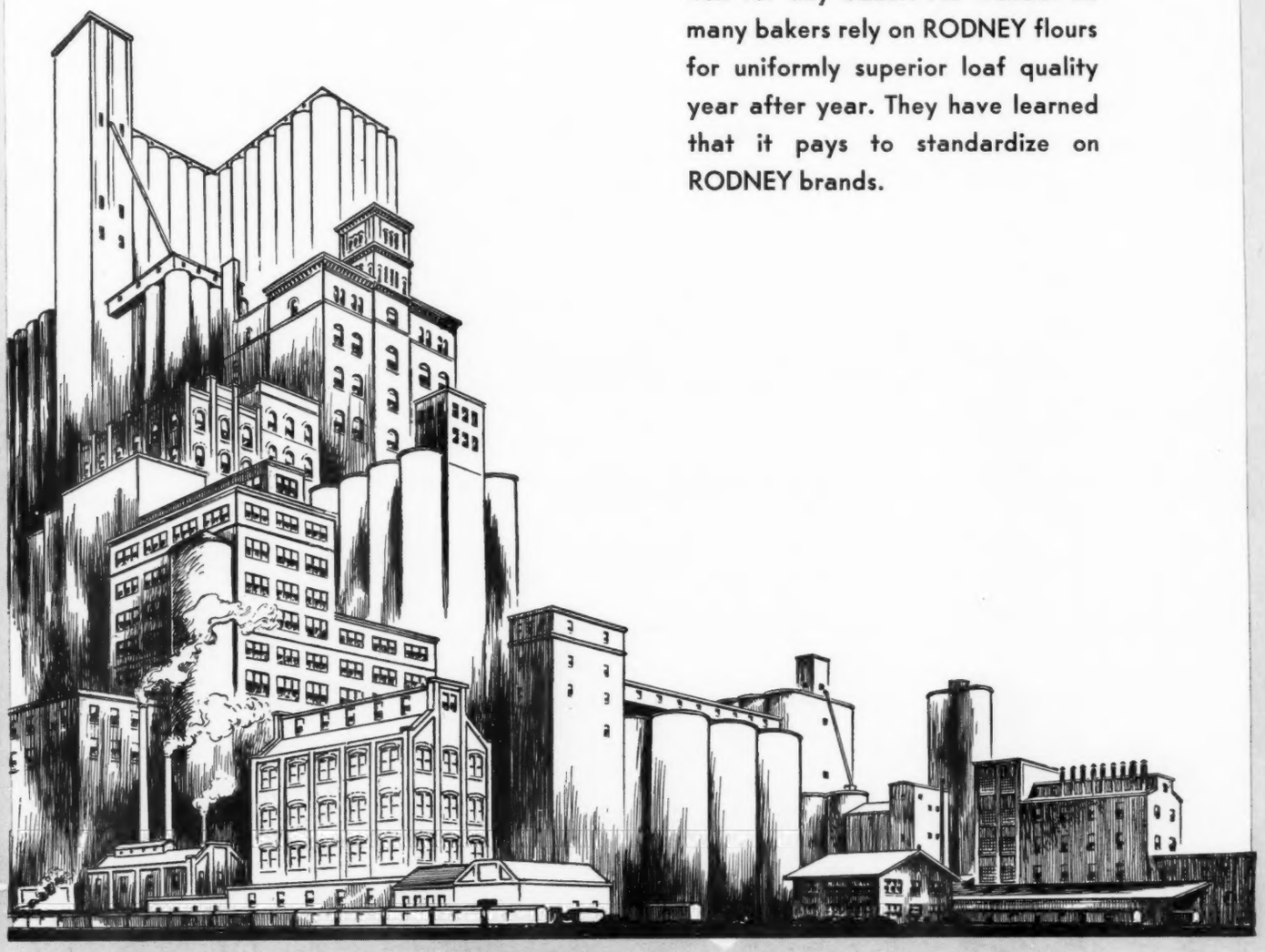

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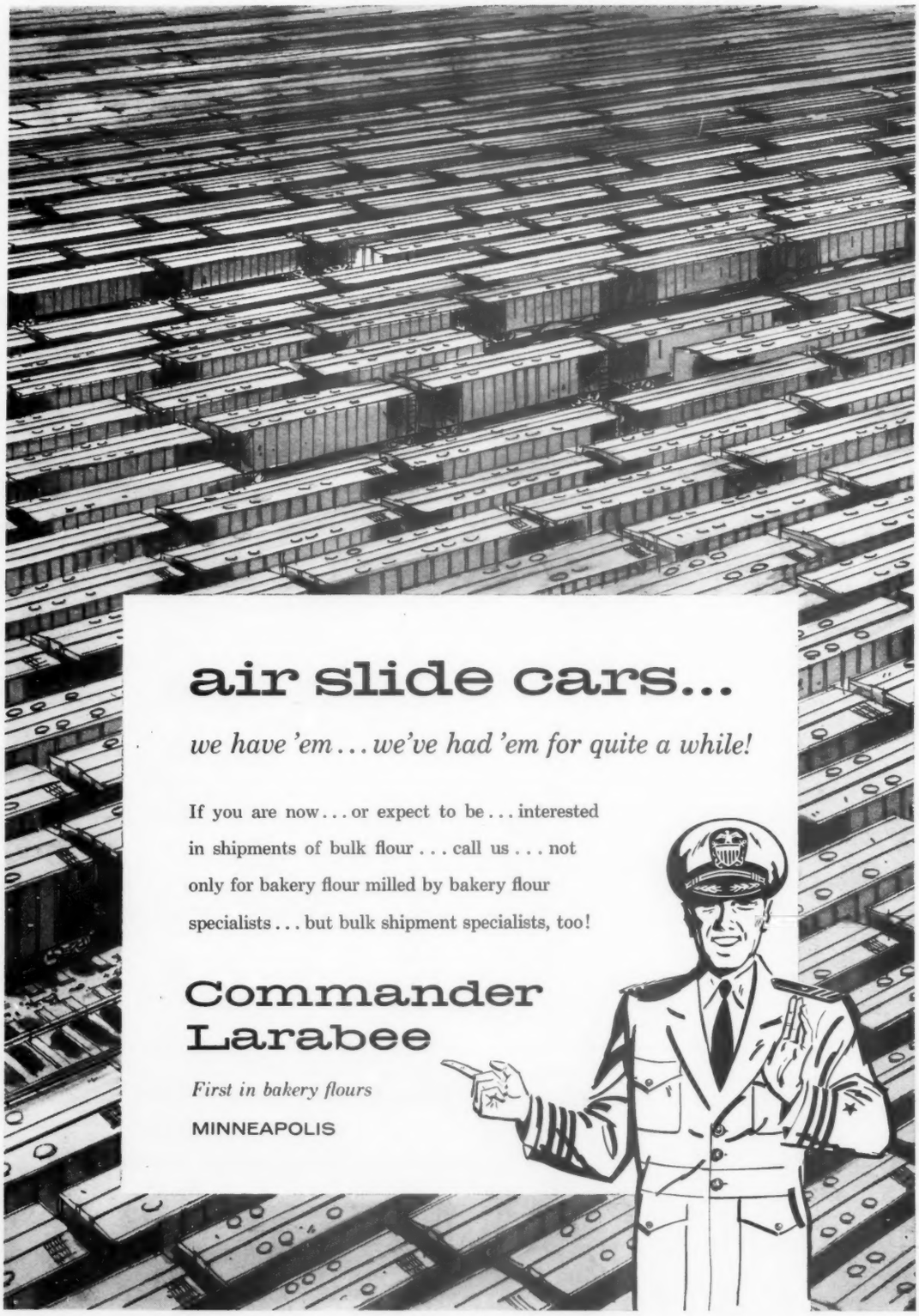
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Commander Larabee
First in bakery flours
MINNEAPOLIS

Sugar Quota For 1959 Set at 9,200,000 Tons

WASHINGTON—The U.S. Department of Agriculture has announced a sugar consumption quota of 9,200,000 tons for 1959—the same as the final 1958 quota.

The new figure is also 400,000 tons above the original quota last year, but is the same amount below the 9,600,000 tons recommended by the Industrial Sugar Users Group in USDA hearings. The group, which includes the American Bakers Assn. in its membership, urged a higher quota to hold down prices and protect against changes in Cuban supply due to political moves.

—BREAD IS THE STAFF OF LIFE—

Pennington Bakery In Ohio Purchases J. F. Renz & Sons

CINCINNATI—The J. F. Renz & Sons Co. of Lima, Ohio, known as Renz's Bakery, has been sold to Morgan B. Pennington of Cincinnati. The arrangement was a complete sale of all stock to Mr. Pennington, also owner and president of Pennington Bros., Inc., which operates a modern bakery in Washington Court House, with administration offices in Cincinnati.

Pennington bread is well known in central Ohio cities, in particular Dayton and Columbus. The Renz acquisition will add 16 routes, operating in approximately 10 counties, to the Pennington sales territory.

Present Plans

Present plans are to operate the Renz's Bakery as it has been in the past with no change in personnel. The bakery was founded in 1887 by Jacob F. Renz and his wife Friedaricka Renz. Their three sons, William J. Renz, Carl L. Renz and Walter F. Renz carried on the business for many years. All are now deceased.

Mr. Pennington stated that the Lima operation would continue in the name of the J. F. Renz & Sons Co. but would eventually become a depot operation with Pennington brand products coming out of the new plant located in Washington Court House. The bakery equipment and machinery will be offered for sale.

Mr. Pennington is the president of the Ohio Bakers Assn. and a governor representing Ohio on the board of the American Bakers Assn.

—BREAD IS THE STAFF OF LIFE—

Corn Products Votes Quarterly Dividend

NEW YORK—The board of directors of Corn Products Co., New York, recently voted a quarterly dividend of 50¢ a common share.

Company officials pointed out that this $2 annual rate represents an increase of 20¢ a share over the previous rate. The dividend is payable Jan. 26, 1959, to stockholders of record at the close of business Jan. 2, 1959.

This is the first dividend declared by the company since it was formed by the merger of Corn Products Refining Co. and Best Foods, Inc., two and a half months ago. It is the amount of dividend that was projected at the time of the merger.

"YOUR DAILY BREAD" FILMSTRIP AVAILABLE

★

CHICAGO—A filmstrip version of the motion picture, "Your Daily Bread," has been produced and is now in distribution to audio-visual centers and schools. This is a 40-frame strip which traces the history of bread, shows the process of bread-making and tells of bread's nutrition. It is in Technicolor and is accompanied by a printed script which the teacher reads, according to officials of the Bakers of America Program of the American Bakers Assn.

More than 1,000 prints already have been requested by audio-visual centers, and ABA expects to place the initial run of 5,000 prints in the next few months.

A print will be sent to any member requesting one for specific showing to audio-visual personnel or to teachers. All orders for placement direct to audio-visual centers or to schools, for permanent use in such libraries, will be filled without charge to program subscribers.

The film is primarily for grade schools having filmstrip, but not motion picture projection equipment. The film provides an excellent opportunity to tell the story of bread to thousands of school children.

Member bakers are advised to discuss the film with audio-visual departments of their schools, or with superintendents, grade school principals and teachers.

Southern Bakeries Buys Washington's Schneider Plant

ATLANTA, GA. — The Southern Bakeries Co. has purchased the bread plant of the Chas. Schneider Baking Co., Washington, D.C., Ogden A. Geilfuss, Southern president, has announced.

The change in ownership, affecting all plant facilities and equipment but excluding the cake division (slated for abandonment by the Schneider Co.), took place Dec. 27. This addition increases to 18 the number of plants owned and operated by Southern. Other plants are in Virginia, North and South Carolina, Georgia and Florida.

According to Mr. Geilfuss, Lewis G. Graeves, president of the Schneider firm, is joining Southern Bakeries in an advisory capacity, and John Harper, general plant manager, will continue in the same post under the new ownership. No purchase price was announced, but it was understoood to have been "around one million dollars or over."

"Acquisition of this well-established plant in the nation's capital is a logical outgrowth of our expansion program, founded on modern management techniques including a seasoned executive group, electronic data processing equipment, laboratory statistical quality controls, and full-scale employee training opportunities," Mr. Geilfuss said. "We are also enthusiastic about the further diversification which the Greater Washington market offers, a natural extension of our territory."

Mr. Geilfuss and other Southern Bakeries executives were introduced to Schneider employees by Mr. Graeves at a dinner party in Washington's Shoreham Hotel Jan. 3.

Donald Smith New Chairman Of Southern Bakers Assn.

ATLANTA, GA. — Members of the Southern Bakers Assn. have elected Donald Smith, secretary-treasurer of Smith's Bakery, Mobile, to serve as chairman of the association's board in 1959. Roy Allen, Flowers Baking Co., Jacksonville, Fla., the retiring chairman of the board, will serve as vice president according to the SBA bylaws. Benson Skelton, Atlanta, continues as president.

Donald Smith

Mr. Smith, whose family firm ininclude bakeries in Mobile, Laurel and Meridian, Miss., and Pensacola, Fla., is a native of Mobile, where he attended United Military School. He married the former Genevieve Leigh, who is a graduate of St. Mary's College in New York. The Smiths have a son, Donald, Jr., 24, who is in the Navy, and twins, Norvelle and Jane, 21, who attend college at the Alabama Polytechnic Institute at Auburn, and will graduate this year.

Mr. Smith's father, Gordon Smith, was the second chairman of the board and served in 1916 and again in 1917. He also served as chairman in 1922 and again in 1923. During these years the office was termed "president." Beginning with 1956 it was changed to "chairman of the board." Mr. Smith's brother, J. Roy Smith, served as president (chairman of the board) in 1935, and he is now president of Smith's Bakery. Gordon Smith is chairman of the Smith board. Another brother, Gordon Smith, Jr., is vice president of the bakery, and a sister, Miss Margaret Smith, is assistant secretary and treasurer.

At the time of Donald Smith's election as chairman, he was serving as a governor on the board representing Alabama. With his interest in the Southern Bakers Assn., along with that of his father and brother who have also served as chairmen, an outstanding administration in 1959 is predicted by Mr. Skelton.

The following bakers have been elected to a 2-year term as members of the board of governors beginning January, 1959:

Frem F. Boustany, Huval Baking Co., Inc., Lafayette, La.; G. G. Grant, American Bakeries Co., Atlanta; Wm. P. Mc Gough, Mc Gough Bakeries Corp., Birmingham, Ala., who was vice president in 1958 and was chairman of the board in 1957; Roy R. Peters, Butter-Krust Bakeries, Lakeland, Fla.; James E. Swan, Jr., Claussen's Bakeries, Inc., Augusta, Ga. (re-elected); Neal Timberlake, Swan Brothers, Knoxville, Tenn., and Chris Toney, Toney's Bakery, Inc., Amory, Miss.

Hold-over governors include A. E. Beck, Beck's City Bakery, Inc., Newport News, Va.; A. B. Davenport, Jr., Swan Brothers, Inc., Knoxville, Tenn.; Howard Ellison, Modern Bakery, Inc., Harlan, Ky.; Phil B. Hardin, Hardin's Bakeries, Inc., Meridian, Miss.; R. H. Jennings, III, Palmetto Baking Co., Orangeburg, S.C.; Paul A. Jones, Jones Bakeries, Inc., Winston-Salem, N.C.; Cesar Medina, Holsum Bakeries, Inc., Tampa, Fla.; A. G. Peeler, Jr., Bamby Bakers, Salisbury, N.C.; William J. Rains, Grocers Baking Co., Lexington, Ky.; Andreas F. Reising, Sunrise Bakery, Inc., New Orleans, La.; E. F. Tuttle, Merchants Bakery, Inc., Norfolk, Va., and R. W. Westerstrom, Colonial Baking Co., Atlanta.

Hugh P. Wasson, Jr., Ideal Baking Co., Huntsville, Ala., was appointed to serve the unexpired term of Donald Smith as governor on the board for the state of Alabama.

A board meeting will be held during the 45th annual convention April 2-4 at the Vinoy Park Hotel, St. Petersburg, Fla.

The four immediate past chairmen of the board acted as a nominating and elections committee with Wm. P. McGough serving as chairman. Other members serving were Sanford V. Epps, Roy R. Peters and Ralph Ward. The mail tabulation and certification were handled by an accounting firm in Atlanta.

Cake-Decorating Artist to Demonstrate His Skill During ARBA Convention

WASHINGTON—What is expected to be one of the attractions of the Associated Retail Bakers of America convention at Washington April 12-15 will be a demonstration of cake-decorating skill by Clement Maggia, internationally recognized cake-decorating artist and chairman of the convention's baked foods display committee.

Mr. Maggia came to the U.S. from Piedmont, Italy, in 1909 and settled in New York. He worked for a while at the Imperial Hotel where he discovered he liked pastry work better than kitchen cookery. He served his apprenticeship in the pastry department of the Hotel Martinique and then moved on as pastry cook with the Astor, Knickerbocker, Hoffman House, Fifth Avenue Restaurant, Directors Restaurant and Cafe de Paris. He spent his last two years in New York as a confectioner at the Belmont Hotel.

In 1918 Mr. Maggia left New York and became pastry chef at the Washington Hotel at its opening that year. He left the Washington Hotel later

(Turn to CAKE DECORATING, page 50)

The American Baker

Published Monthly for the Bakers of America

FRANK W. COOLEY, JR.
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Editorial . . .

The Industry's Servant

For three issues, this publication has joined with the industry to present a short history of the American Institute of Baking, with a detailing of its aims and accomplishments. The stories have a two-fold purpose—to acquaint the baking industry with the varied services performed by the AIB, and to show that much of the baking industry's success is due to the effort of the people who make up the institute.

The story of the AIB research and consumer facilities is a fitting end to this report on one of baking's showpieces, since it is here that the baker becomes figuratively face to face with his customer. It is the effort of the consumer service department, working in close cooperation with other institute or association units, which sends the housewife to the baker.

Often she hears of something new in baked foods through her newspapers or through the multi-colored displays in our national consumer magazines—her impressions of the baking industry and her desire for its products can be gained in as many different ways as there are promotion media, but the impression which culminates in purchase started many months ago in the test kitchens and laboratories of the American Institute of Baking.

When this series first appeared, The American Baker editorialized on the need for full cooperation in advancing the cause of baking. Many companies supplying the industry today were strangers when the new AIB first opened its doors; even several bakeries have entered the field in the past several years. Both these groups—baker and allied—are now full-fledged members of the baking industry, looking to it to provide profits and customers. They have the financial advantages accompanying membership; they also have the responsibilities.

This responsibility includes backing for the organizations which enable the baking industry to progress, to meet competition, and to sell the consumer on food's best nutritional value.

It is hoped that the institute story will reach everyone not now a partner in the institute, show him what an outstanding job has been done, and convince him that his cooperation is needed before the industry's scientific and research organization can continue expanding to meet the needs of the biggest food business.

That cooperation will take the form of an AIB membership for his company, or an increase in the size of his present membership.

The dividend on the investment will be the increasing awareness of the consuming public that bread and other baked foods are not only attractive desserts and handy lunches for children, but a vital necessity in the basic diet of every child and adult. It is common knowledge that there are medical developments coming that will make bread and cereal foods even more recognized by nutritionists and the medical profession—the institute must have the industry backing to present these facts to the consuming public without undue fervor, but with dignified facts backed by the reputation of the American Institute of Baking.

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Comment . . .

. . . by Cooley

This is the time of year when nearly everyone decides he will wake up bright and shining, full of resolutions which will make his personal life happier and his business better. Sometimes these resolutions are of the short variety ("never again") but very often they signal a complete about-face in standard methods of operation.

F. W. Cooley, Jr.

We think the baking industry is now in an ideal position to make several business resolutions dealing with better product promotion and better business practices. The recent recession left the baking industry unharmed in all but a few geographical areas, bearing out the supposition that baking as a business is considerably more stable than some other industries. At the same time, the ever-present current of mergers and sales leads one to believe that profits are not what they should be.

If the industry will resolve collectively to sell its products just a little bit harder, talk a little more confidently about the nutritive value of the products it sells, and work a little later in being sure that all its manufacturing and distribution phases are receiving the attention they deserve, there is little doubt that industry profits will continue their slow advance.

* * *

The "forecast" issue of The American Baker shows that the baking industry's leaders feel about the same way. On the pages following you will see how these men reflect the opinion of their associations that the industry can move onward and upward during 1959.

* * *

Our staff joins with the baking industry in mourning the passing of one of its veteran businessmen and publishers, Arthur J. Bamford, Sr., executive vice president of Bakers Weekly. One of the pioneers of baking industry business-papers, Mr. Bamford was always ready to share his knowledge of baking and the publications which serve it with his younger associates. His pleasant but capable observations on the industry and its personnel will be missed.

* * *

The baking industry is not alone in its worry about consumption—the fresh vegetables which are the mainstay of the salad course have shown a serious decline. We eat only 101 lb. of fresh produce now, 19 lb. less than 10 years ago. (Restaurants find that more of the baking industry's rolls are eaten when salad is served, too.)

* * *

Stolen-from-somewhere-department: Prejudice is a great time-saver. It enables you to form opinions without waiting to get the facts.

* * *

Heard - before - but - interesting department: Nearly 50% of the food products sold in 1958 were not available in their present form at the end of World War II. It is this development of new products and redesigning of older ones which has enabled the food industry to keep the same 26% of the consumer's dollar for the past several years.

* * *

Thanks for reading. See you next month.

Frank Cooley

Gerald S. Kennedy

GMI Announces Gerald S. Kennedy Chairman of Board

MINNEAPOLIS—The board of directors of General Mills, Inc., elected Gerald S. Kennedy, executive president, as chairman of the board, at a recent meeting. He succeeds Harry A. Bullis who retired Jan. 1. The directors also elected Arthur D. Hyde, Ameel Z. Kouri and Edward O. Boyer as executive vice presidents. All three have been vice presidents and administrators.

Mr. Kennedy was born Oct. 29, 1894, in St. Paul, and graduated from the College of St. Thomas in 1914. He attended Murray Public School and De La Salle prior to his enrolling at St. Thomas. He was captain of the 1914 baseball team at St. Thomas and won letters on the championship 1912 and 1913 football teams at that institution.

He entered the employ of Washburn Crosby Co. June 15, 1914. Beginning as office boy, he worked in the wheat department at Minneapolis until 1920, when he was transferred to the Buffalo office where he served for 19 years in grain and operations. He was a member of the Buffalo Corn Exchange and the Buffalo Club and managed the Frontier Elevator for GMI. In 1939, Mr. Kennedy returned to Minneapolis as director of operations control. He became director of flour and feed operations in 1942, a vice president in 1943, a director in 1948, and administrator of flour, feed, and oilseeds activities in 1953. He was named executive vice president of the company in September, 1958.

—BREAD IS THE STAFF OF LIFE—

Braun Baking Firm Sold to Continental

PITTSBURGH — The Continental Baking Co., Rye, N.Y., has agreed to acquire Braun Baking Co. of Pittsburgh, according to a joint announcement by R. Newton Laughlin, president of Continental, and Ernest R. Braun, Jr., and Howard W. Braun, sons of one of the founders of the Braun company.

Braun's wholesale bread business will be carried on by a wholly-owned subsidiary of Continental Baking Co. The two Braun brothers will continue to be active in the business.

The purchase price was not disclosed.

Baker Perkins Makes Personnel Changes Following Merger

SAGINAW, MICH.—The consolidation here of all operations of the Petersen Oven Co. has enabled Baker Perkins, Inc., to realign duties of its personnel to provide the most efficient customer service, stated P. B. Harley, president of Baker Perkins.

John M. St. John, until recently director of research at Petersen Oven and prior to that director of engineering at Quality Bakers of America Cooperative, Inc., will be assistant to the executive vice president, E. A. Turner.

W. W. Wittenberger, formerly Petersen Oven director of engineering, will be assistant director of engineering of the food machinery division.

C. Richard Skarin, previously director of installation at Petersen Oven, will direct field services with James Reid as assistant manager of the department.

W. G. Tinker, formerly Petersen service manager, will hold the same position at Baker Perkins, reporting to Mr. Skarin.

D. B. Hamilton, who supervised sales layout and contracts for Petersen Oven, will have similar duties with Baker Perkins.

F. V. Carus, also of Petersen, will be an engineering supervisor.

Mr. Harley also reported that, in a recent board of directors meeting, Conrad W. Petersen was elected a director of Baker Perkins. Mr. Petersen is now assistant to the president of Baker Perkins.

—BREAD IS THE STAFF OF LIFE—

AMF to Enlarge Richmond Plant For New Process

NEW YORK — American Machine & Foundry Co. is planning a $400,000 expansion program for its Union Machinery Co. plant in Richmond, Va., it was announced here by Richard C. Storey, AMF division vice president in charge of the bakery machinery division.

The new plant enlargement has been planned to accommodate production facilities for AMF's new AMFlow process, which helps automate the processing of bread dough, accomplishing in one operation the equivalent of three separate departments in most large commercial bakeries.

NEW BULK FACILITIES—On hand for the first bulk flour shipments by rail and truck to the Baldridge Bakery, Lubbock, Texas, are, left to right: Raymond Burford, general manager; Mrs. Joseph Baldridge, president; her two sons, J. Don Baldridge, secretary-treasurer, and Joseph E. Baldridge, vice president; and A. E. Murphy, representative of the Morten Milling Co., a division of Burrus Mills, Inc.

Texas Bakery Converts to Bulk Flour Handling

LUBBOCK, TEXAS—A major advance in the handling of baking flour was celebrated recently when the Baldridge Bakery, Lubbock, became what is believed to be the first commercial bakery in west Texas to receive shipment of flour in bulk by both truck and rail freight. Recently installed facilities for handling bulk flour made possible the transfer of 100,000 lb. flour from an Airslide railway car to the steel flour bins inside the bakery in less than three hours. Earlier a truckload of 35,000 lb. bulk flour direct from the mill had been unloaded and transferred into the storage bins through the pneumatic air conveying system.

On hand to witness the inauguration of the new system were the bakery's executives, Mrs. Joseph Baldridge, president; her sons, Joseph E. Baldridge, vice president and J. Don Baldridge, secretary-treasurer; Raymond Burford, general manager, and A. E. Murphy, sales representative of the Morten Milling Co., a division of Burrus Mills, Inc., and miller of the flour delivered to the bakers.

The installation of the new pneumatic unloading and conveying system and flour storage bins represents a considerable investment and a big step by Baldridge Bakery in the handling of flour. This new pneumatic system is among the most modern for the automatic unloading, conveyance, storage and proportioning of baking flour.

The bakery has grown from a small company established in 1924 to the present model plant employing 200 workers, and supplying Baldridge Bread to thousands of families in Lubbock and surrounding counties. Mrs. Baldridge said the outlay for the new system is "evidence of our confidence in the growth and future of the Lubbock area as well as in economic conditions, and we are not holding back in modernizing that will turn out a better loaf of Baldridge Bread."

Fred L. Cobb

Fred L. Cobb Ends Long Baking Career With Retirement

GREEN BAY, WIS.—Fred L. Cobb has announced his retirement as chairman of the board of Cobb's Sunlit Bakery, Inc., Green Bay. Mr. Cobb, who has held many industry offices, also is retiring from the bakery industry.

Cobb's Sunlit Bakery is now owned and operated by Harry B. Conlon, president and treasurer, and Louis J. Janquart, vice president and secretary. Both joined the firm in 1923, when it was established, Mr. Conlon as sales manager and Mr. Janquart as office manager. Both have been active in community affairs as well as the baking business.

Mr. Conlon assumed the presidency of the bakery in 1954. He is a past president of the Green Bay Association of Commerce and a former president of the Green Bay Kiwanis Club. He is also a director of the Kellogg Citizens Bank of Green Bay.

Mr. Janquart has been a member of the Green Bay Lions Club for the past 25 years and is also an active member in the Green Bay city band.

Mr. Cobb was elected an honorary life member of the American Bakers Assn. during the 1958 convention. He served as chairman of ABA in 1945-46, and has been on the ABA board for 20 years. He served as president and chairman of the American Institute of Baking; was president of the Wisconsin Bakers Assn. for two terms; a member of the executive committee of the American Society of Bakery Engineers and vice president of Quality Bakers of America Cooperative, Inc. In addition, he has been baker chairman of the ABA baker-miller committee and has served on many other ABA committees.

His community activities include heading Community Chest drives, local chapters of the American Red Cross, service on the Chamber of Commerce and a variety of other activities. He is a director of the Green Bay Packers professional football club and the Green Bay Baseball Club.

The new owners and operators of the bakery state that the policies and practices successful for the bakery in years past will be continued.

National Upturn Bolsters Industry Confidence

Baking Industry Presents Confident Picture

ABA

Baking Industry Views Opportunity for Expansion

Opportunity for expansion again is knocking on the baker's door as we enter a New Year.

Increased population, higher income of the nation, greater employment and an expansion in the trend toward better diets all combine to present to the baker the potential for a year of expanded volume.

Two things are, as usual, major factors in determining for the individual baker whether he capitalizes on these opportunities — good management and sound and aggressive promotion of his products so they can compete with other foods.

Looking over facts and figures of the industry, one cannot help but feel that there is one indication that the investing public has more confidence in the future of baking than has the baker himself. For example, we studied six baking firms whose stocks are traded on stock exchanges and whose figures are made public at regular intervals.

Investors who purchase these stocks say that the value of these six largest bakery organizations is 50% greater than the net worth of these companies as shown on their balance sheets. This is probably the highest value ever placed on the baking industry by the investing public.

Closing prices as quoted in the Wall Street Journal of recent date showed that the outstanding shares of these companies had an approximate value of $256,000,000. The stated book value of the same shares was $170,761,000.

The difference in these two figures reflects the confidence of investors in the baking industry as a growing business and their confidence in its future growth. There is, in addition, a reflection of confidence in management. These are the only published figures which are available, but they are characteristic, I feel, of the situation which applies to other smaller firms in our industry. Many bakeries have a true value more than double their book value.

These figures reflect the feeling of the investing public in listed bakery stocks as of today. It is not just a belief in the individual company; it is a belief in the future of the industry as a whole, as a supplier of vitally important food products.

Whether these same investors will hold the same optimism and faith a year from now hinges not merely on the management and operations of a specific company but on the acts, actions and progress of the majority of the companies in the baking business.

It is up to us as individual bakers, operating independently and constructively, to solve the problems within our industry, to maintain that faith. For the nation as a whole, the future looks bright. Only the baker can make his own future bright.

In our annual convention in October, we advised our members to "Prepare for the Coming Boom in Business." One of the recognized authorities in economic forecasting, Leo Cherne of the Research Institute of America, points to the years ahead as a period of great opportunity for all. He forecasts a period of what he calls the "Fabulous Sixties."

There are many things our industry needs if we are to take full advantage of the bright prospects—modernization of our plants, industry-wide promotion of all bakery foods, elimination of unsound trade practices. But most of all, we need confidence in ourselves.

The opportunity is at hand to increase the value of our industry, both to the investing public and to the consuming public.

In so doing, we will increase the value placed upon our industry by ourselves.—**E. E. Kelley, Jr., President, American Bakers Assn.**

ARBA

Outlook for Retail Baker Generally Good

There are many factors that have been working in favor of the baking industry which should help make 1959 a good year. The recovery from the recession is still evident and is generally predicted to continue—even though the previous gains have been somewhat retarded in the last few months. The indications are that heavy industry will have a better year and if this materializes, bakers should gain from the increased employment of their customers. Due to the cautious attitude of consumers toward major purchases in the past year, most families have reduced their indebtedness and now have ready cash to pay for the products of our shops.

Since retail bakers are local many of them are affected by conditions peculiar to their locality. This may help them or hurt them to a great extent, as it has many others in the last few years. Neighborhoods are shifting and it makes a big difference to the retail bakery operator if he is in a neighborhood where the shift is "in" or if he is in a neighborhood where the shift is "out." Business districts are affected by the thousands of new shopping centers that have sprung up in the last five years.

Bakers in the trade area of large complete shopping centers have had their customers lured away by new attractive stores and plenty of free parking space. But many bakers have relocated in some of these centers so things are "going good" for them. Many bakers have suffered from the location of a complete supermarket including a retail bakery department near their bakery. Others have opened outlets in supermarkets to increase their volume. These observations are made to show the difficulty of making a forecast that would hold true for all retail bakers during the coming year.

In general, speaking for 1959 and beyond, the outlook for the retail baker is good. The population of our country is increasing at a very rapid rate, which means more mouths to feed. The average income of the family is at an all time high and is still increasing, giving the consumer more money to spend on our high quality products. More wives are working and have little or no time to bake—they buy fresh baked goods from their retail baker. Bakery products are being better accepted. The diet fad is on the wane. The cumulative effect of these factors will push our industry forward for many years.

Bakers will have many opportunities to improve their sales in 1959. Every season—every holiday—every special occasion lends itself to some particular product that the baker makes. And let us not forget what we know so well: 3x365=1,095 meals that will be eaten by every American in 1959—each an opportunity to consume some baker's product. Let's resolve to make our products so good that the customers will keep coming back for more and more of them.

All the officers and staff members of ARBA extend their best wishes to all those connected with the baking industry for a bigger and better year in 1959.—**Paul M. Baker, President, Associated Retail Bakers of America.**

1959 ?

E. E. Kelley, Jr.
ABA President

William M. Clemens
ABA Chairman

Paul M. Baker
ARBA President

ASBE

Production, Sales Must Make "Good Business"

The most confirmed economic pessimist will, almost to a man, predict good business for 1959. Whether bakers or not, we always welcome such predictions and sometimes want to believe that we will get a share of this "prosperity," automatically.

One has only to go into any large food store to see the thousands of other competitors to the baker for his share of that "prosperity." It will be the job of production people as well as sales people to keep ahead of the times as far as satisfying the desires of Mr. and Mrs. America in 1959.

We are all fortunate in that there will be money to buy foods and services. To take advantage of that desirable condition, sales and production will have to team together to offer the shopper what she wants, when she wants it and how she wants it.

With increased dollars to buy the baker is faced with the opportunity to put quality into everything he produces. No longer should the excuse be given that the market will not accept quality merchandise at a fair price.—**Andreas F. Reising, President, American Society of Bakery Engineers.**

ATBI

Industry Teamwork Can Bring Greater Share

Problems of the baking industry have not eased to any great extent during the past year, and therefore the teamwork and cooperation between bakers and allied tradesmen have been more essential and beneficial than usual.

With increasing acknowledgment of bread as "The Staff of Life," there is reason to anticipate a greater share of the food dollar, as well as increased volume from population growth. For the New Year the ATBI pledges even stronger support of all programs aimed at these objectives and bakery organizations that sponsor them.

The spirit of fellowship and recognition which pervaded the recent breakfast meeting of the Allied Trades of the Baking Industry, Inc., is still remembered and mentioned, and is incorporated in sincere Holiday Felicitations to our friends.—**William A. Lohman, Jr., President, Allied Trades of the Baking Industry, Inc.**

BEMA

Baking Industry Entering New Period of Growth

The baking industry is entering a new period of growth, as we leave behind the recession of 1958. Barring unexpected foreign developments, every indication points to a healthy increase in national production, and in the sales of baked goods, for 1959, but growth in the national economy does not necessarily mean an automatic rise in sales or in profits for the individual company. To participate in this growth, the individual firm must achieve better quality or lower costs than its competitors. This represents a real challenge to the individual company, **to grow at a profit.**

Our people expect a continuously rising standard of living. Our workers expect wage increases. Often their demands lead to price inflation—unless we can achieve correspondingly increased gains in output. Each firm should, therefore, ask itself—"Is our plant and equipment modern enough to keep up with the new job demanded of us?"

A recent survey of the food industry as a whole revealed that equipment now in use is shockingly obsolete. Much of the equipment is at least 10 to 15 years old, and some of it is more than 25 years old. While the age of equipment is not always a measure of its obsolescence, it is usually a good indicator, especially when a new machine or process is available that will do the job better and start paying dividends on its cost. Any time a piece of equipment is available that will reduce labor or material, reduce down time and maintenance expenses, give less costly cleaning and better product quality, increase capacity, or offer a combination of any of these factors, the time has come to examine its purchase seriously.

The members of the Bakery Equipment Manufacturers Assn., of which I have the honor to be president, are constantly engaged in research and in engineering to improve the efficiency and productivity of the machinery, ovens, pans, and other bakery equipment they manufacture. Every effort is being made to keep the baker supplied with the best that can be manufactured. Recent progress in better sanitation of bakery equipment has also done much to help the baker supply wholesome and nutritious bakery products.

The equipment manufacturers as a whole are devoting their best efforts to help the baker achieve greater productivity, at lower costs. During the next 10 years it is estimated that the population of our country will increase by 32 million. We must prepare ourselves for this growth, through modernization. We are proud of the close feeling of understanding and cooperation that has developed between our Bakery Equipment Manufacturers Assn. and the different associations of the baking industry, and I predict that, with this same close cooperation, we will continue to move forward during the next decade toward a bigger and better baking industry.—**Keith H. Redner, President, Bakery Equipment Manufacturers Assn.**

NBSA

No Room for Complacency Despite Good Picture

We believe that 1959 will be a good year for the baking industry. For many, it will exceed 1958.

There is no room for complacency, however, in the present business picture. With wages on the rise and population increasing, surely there is no reason for less sales in the New Year. The market is there. Nevertheless, our products are in competition with other foods and they must be **sold.** This statement, of course, is nothing new. It is something we are doing now and to which we must pay continuing, constant attention. Creative selling will continue to be of utmost importance.

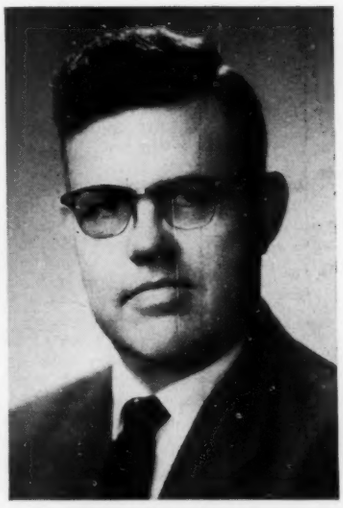
Rising income, in another way, is a threat to our industry, for it means that our costs, too, will inevitably tend to rise. Efficiency of operation is bound to be more important than ever before and if we do not make every effort to keep our costs down, we may find that they are rising faster than our income. It is of utmost importance that we continue our search to find better ways to get out goods to our customers at prices they are able to pay and that at the same time return us an adequate profit.

From all appearances, 1959 will be another profitable year for the baker who applies imaginative and creative selling to his product and who makes every possible effort to make his operation more efficient than ever before.—**Eugene R. Holland, President, National Bakery Suppliers Assn.**

Andreas F. Reising
ASBE President

William A. Lohman, Jr.
ATBI President

Keith H. Redner
BEMA President



Eugene R. Holland
NBSA President

Flour Market

Southwest Flour Buying Breaks Out in January As Bakers Decide to Replenish Old Contracts

By KENNETH WAKERSHAUSER
American Baker News Editor

HARD winter wheat flour buying on a fairly broad scale was under way in the major markets Jan. 6, with many buyers covering their requirements through May, and a few through June. It was the first push of any consequence in the new year, and, also, since the hard wheat flour buying which occurred the first week of December.

All of the leading chain bakeries were reported to be buying, with indication that the major share of activity was consummated at the level of $4.65 cwt., bulk Kansas City, for standard patent bakery flour. It was expected that the volume of flour bookings might reach 4 to 5 million sacks.

Wheat Under Loan To Be Key Factor

Flour and wheat prices will probably be influenced most by the final total of 1958 wheat placed under government loan at the end of January. However, opinion on what this final figure will be was mixed as January opened.

For one thing, the record-sized, billion-bushel 1958 wheat crop, though a constant bearish factor, has not yet exerted its full impact on wheat and flour prices. Wheat under loan, as reported in mid-December, was of record proportions—but not sufficiently high, according to some trade sources, to insure artificial market tightness. The general opinion of this group was, in late December, that additional impoundings would not rise enough in December and January to create a strong degree of tightness in supplies and prices. This thinking was based, in part, on the fact that in previous years the tag end of the period for entering wheat into the loan program drew only small amounts.

However, during the initial week of January a considerable amount of thinking centered around the opposing view that impoundings will rise sharply for January, and that artificial tightness will occur, and with it firm prices. This viewpoint had, as one basis, the fact that the average free market price to producers was at $1.73 bu., compared with the basic loan rate of $2. This, some market authorities believed in early January, would speed impoundings, and their views were substantiated, at least in early January, by firm cash wheat prices and light offerings of wheat by growers in the Southwest. Bakers may have been of the same opinion, thus launching the wave of buying which occurred Jan. 6.

As 1959 opened, many bakers across the country held flour contracts assuring them of sufficient supplies for about three months ahead, with a few comfortably established to take care of their needs through April. Some leeway existed for adding to current bookings, but bakers and millers alike were playing it cautiously, preferring to mark time while scanning the all-important month of January for clues to the wheat supply which will be available, and price trends.

Cash wheat prices closed 1958 on the weak side, but rebounded Jan. 5 as snow blanketed the Southwest and slowed the flow of wheat to market. Free market prices were even with government support prices on ordinary proteins to 11¢ over on higher proteins. But—behind the market—the large quantity of penalty wheat in the hands of growers still loomed as a potential depressant to prices.

The foregoing is in contrast with the first weeks of 1958, when the loan program had absorbed enough wheat to assure a high degree of scarcity for the last half of the crop year. At that time, too, cash wheat prices were averaging 10¢ under net loan, encouraging tightness, while flour prices were at levels considerably above current quotations for the beginning days of 1959.

A word of caution is necessary, however, regarding the possible pressure of millfeeds on flour prices in the weeks ahead. While the wheat situation contains a fair measure of bearishness, flour prices may not respond quite so readily as bakers might expect, due to the millfeed market. Millfeed prices during the final months of 1958 soared to record levels, permitting millers to relax flour prices and still maintain a reasonable return. But, by Jan. 7, the spectacular, week-by-week climb of millfeed prices had given way to a decided decline. There was a growing concern by millers as January opened that millfeed prices had reached the peak and, more than likely, would continue to come down. If such is the case in the weeks ahead, each decline will make it more difficult for millers to meet bakers' ideas of flour prices.

December Quiet After Initial Push

The only flour buying of any consequence in December occurred during the first week, when approximately 8 million hundredweights, mostly hard winter wheat grades, were purchased in the Southwest. As a result, a large number of bakeries across the country filled out their contracts for 60 to 90 days, sufficient to carry them into early spring. Throughout most of December, however, flour sales almost universally declined, until the level of sales in the closing days of the year was just about the lowest for the crop year to date. The inactivity was typical of the annual year-end preoccupation with Christmas, aggravated by a reluctance of almost all segments of the trade to take on wheat or flour supplies which might be considered a taxable inventory item in the old year.

Cash Wheat Dips As December Ends

Cash wheat prices at Kansas City and Minneapolis softened 3¢ to 4¢ between Dec. 1 and 31, reflecting a gradual but steadily rising rate of receipts at both markets and the general belief that offerings will increase substantially early in the new year. The traditional sluggishness of trading over the year-end holidays, of course, aided the trend toward softness.

Flour Quotations Display Strength

Nominal flour prices tended to hold the same general levels at the close of December as at the beginning, despite the high millfeed returns and slight weakness in cash wheat at the close of the month. As December ended, there was widespread belief that millfeeds would come down before going higher. In addition to this, flour mill grind came down steadily as the month progressed, acting as a brake on available supplies.

Summary of Flour Quotations

January 2 flour quotations, in sacks of 100 lb. All quotations on basis or carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	$St. Louis	Buffalo
Spring top patent	5.69@6.00	...@...	...@...	...@...	...@...
Spring high gluten	...@...	5.91@6.01	...@...	...@...	6.47@6.67
Spring short	...@...	5.61@5.71	...@...	...@5.80	6.17@6.37
Spring standard	5.59@5.90	5.51@5.61	...@...	...@5.70	6.07@6.32
Spring straight	...@...	...@...	...@...	...@...	...@6.27
Spring first clear	5.50@5.85	...@...	...@...	...@5.65	5.83@6.13
Hard winter short	5.28@5.55	...@...	5.10@5.15	...@5.35	5.74@6.15
Hard winter standard	5.18@5.45	...@...	5.00@5.05	...@5.20	5.99@6.05
Hard winter first clear	...@5.45	...@...	4.20@4.60	...@4.95	5.29@5.73
Soft winter short patent	...@6.75	...@...	...@...	...@...	7.53@7.74
Soft winter standard	5.70@5.90	...@...	...@...	...@...	6.03@7.04
Soft winter straight	...@...	...@...	...@...	...@4.90	5.13@5.52
Soft winter first clear	...@4.95	...@...	...@...	...@4.55	4.53@5.37
Rye flour, white	...@4.85	...@4.47	...@...	...@...	5.29@5.34
Rye flour, dark	...@4.05	...@3.72	...@...	...@...	4.54@4.59

	New York	Phila.	Boston	Pittsburgh	*New Orl.
Spring high gluten	6.64@6.74	6.70@6.80	6.61@6.71	6.45@6.59	6.20@6.40
Spring short	6.34@6.44	6.40@6.50	6.31@6.41	6.15@6.29	6.10@6.30
Spring standard	6.24@6.34	6.30@6.40	6.21@6.31	6.05@6.19	5.90@6.10
Spring first clear	6.05@6.35	6.25@6.35	6.07@6.37	6.15@6.46	5.60@5.90
Hard winter short	5.95@6.00	5.85@5.95	5.97@6.03	5.80@5.85	5.50@5.65
Hard winter standard	5.80@5.85	5.75@5.85	5.82@5.88	5.70@5.75	5.30@5.40
Hard winter first clear	...@...	...@...	...@...	...@...	4.45@4.75
Soft winter short patent	...@...	...@...	...@...	...@...	5.35@5.70
Soft winter straight	5.25@5.45	...@...	5.27@5.47	...@...	4.95@5.20
Soft winter first clear	...@...	...@...	...@...	...@...	4.30@4.70
Rye flour, white	5.20@5.30	5.25@5.35	...@...	...@...	...@...

*100-lb. papers. ‡Bakery wheat flour in 100-lb. papers.

THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	—1958-59— High	Low	Dec. 24, 1958 Close	Jan. 2, 1959 Close
Am. Bakeries Co.	44⅞	34½	41¾	43
Am. Cyanamid	55¾	39½	51⅜	51½
A-D-M Co.	44⅞	29	43¼	44
Borden	78	60¾	74½	74¼
Cont. Baking Co.	49¾	27¾	47	49
Corn Pr. Ref. Co.	55⅜	33⅛	55	54½
Gen. Baking Co.	14⅛	9⅜	12¾	12¾
Gen. Foods Corp.	79½	48	75¼	75
Gen. Mills, Inc.	89½	60¼	87	88½
Pfd. 5%	117	105	109	109⅛
Merck & Co.	83⅜	36¾	77¼	76½
Natl. Bisc. Co.	51½	41⅞	50	49⅞
Pfd. $7	168	149¾	152½	154½
Pfizer, Chas.	111	49¾	101	103
Pillsbury Co.	74¼	42½	70¼	72¾
Pfd. $4	100½	88¾	....	90
Procter & Gamble	78⅝	55	73⅝	74
Quaker Oats Co.	52	37¼	49	49½
Pfd. $6	146½	131	131½	131¾
St. Regis Paper Co.	46⅞	26¼	46	44½
Std. Brands, Inc.	69⅛	40⅛	66⅜	66½
Sterling Drug	54	29⅝	49	48½
Un. Bisc. of Am.	37	27⅛	29	29½
Victor Ch. Works	36½	23¾	32¾	32¾
Ward Baking Co.	15¼	11⅛	14½	15¼
Pfd. $5.50	95	84	87	87¾

Stocks not traded:

	Bid	Asked
Cont. Baking Co., $5.50 Pfd.	103	104
Corn Pr. Ref. Co., $7 Pfd.	84½	85½
Gen. Baking Co., $8 Pfd.	139½	141
Merck & Co., $3.50 Pfd.	80	82
Pfizer, Chas., Pfd.	96	98
St. Regis Paper Co., $4.40 Pfd.	94	97
Std. Brands, Inc., $4.50 Pfd.	78½	78¾
Sunshine Biscuits, Inc.	94¼	95
Un. Bisc. of Am., $4.50 Pfd.	94½	98
Victor Chem. Works, $3.50 Pfd.	78½	81

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	—1958-59— High	Low	Dec. 24, 1958 Close	Jan. 2, 1959 Close
Burry Bisc. Corp.	8⅛	3¾	7⅛	7
Horn & Hardart Corp. of N. Y.	38	27	38	38
Wallace & Tiernan Inc.	40¾	24	36¾	39⅞

Stocks not traded:

	Bid	Asked
Horn & Hardart Corp. of N. Y., $5 Pfd.	128½	131
Horn & Hardart Corp. of N. Y., $8 Pfd.	98	100½
Wagner Baking Co.	2⅝	3
Wagner Baking Co., Pfd.	68	78

CANADIAN STOCKS

	—1958— High	Low	Dec. 19, 1958 Close	Dec. 24, 1958 Close
Canada Bread	5.00	3.25	4.95	4.75
Pfd. B	55	45	....	53½
Can. Bakeries	9	5¾	9	9
Can. Food Prod.	3.80	2.50	....	2.50
A	8	7	....	7
Pfd.	58	37	....	52
Catelli Food, A	44	29	44	43
B	52	40	....	52
Cons. Bakeries	10¼	7	....	8⅜
Gen. Bakeries	7.50	4.90	....	7.37½
Int. Mlg., Pfd.	70	69	....	69
Std. Brands	58½	53⅛	....	53⅛

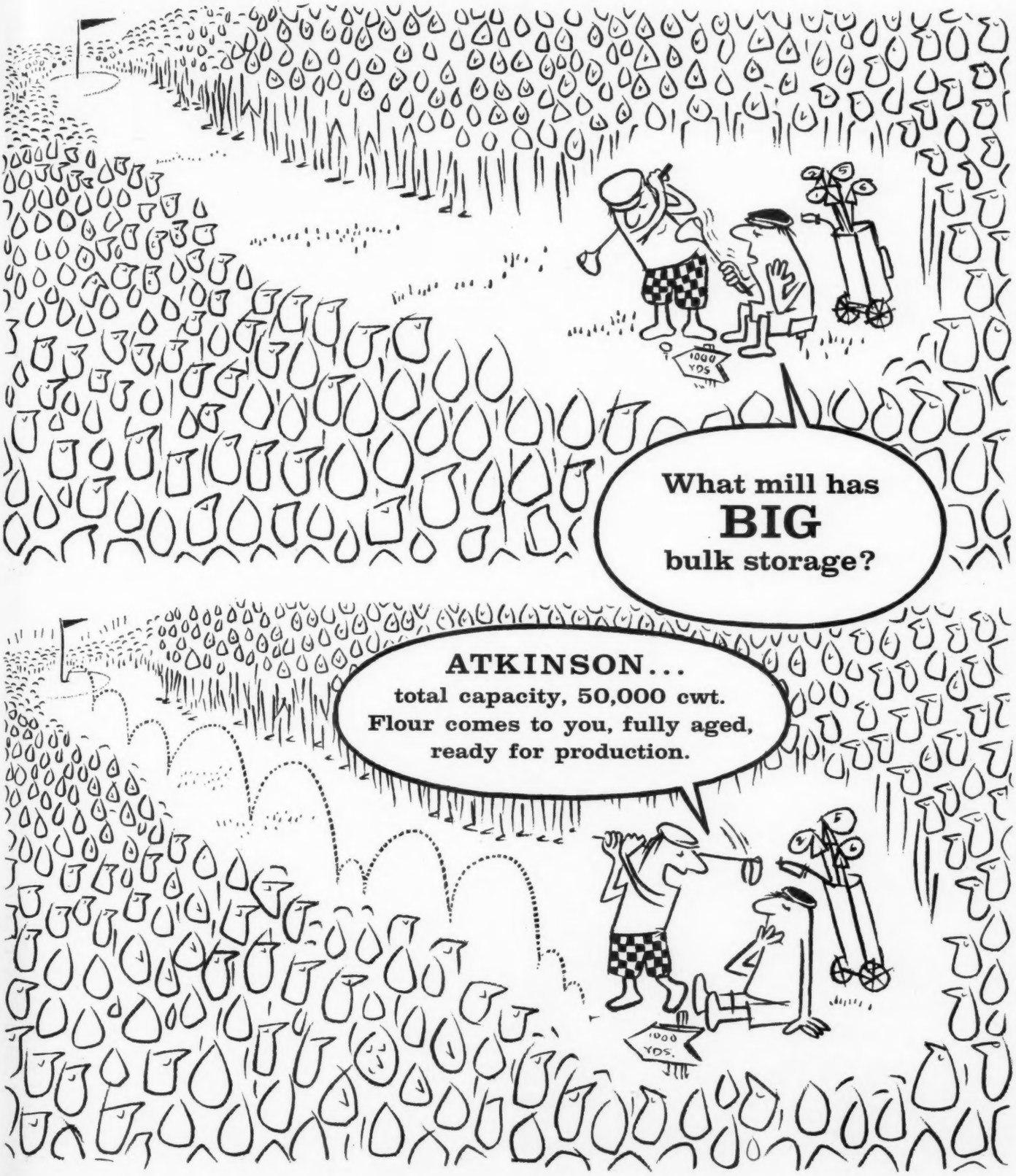
*Less than board lot.

—BREAD IS THE STAFF OF LIFE—

New York Bakers Nominate Directors

NEW YORK—The Bakers Club, Inc., New York, recently nominated several directors as replacements for those whose terms expire in January.

Nominated were: R. E. Duvernoy, A. C. Ebinger, E. F. Holterhoff, R. F. Kilthau, W. A. Sands, Jr., R. S. Swanson, H. Waitzman and Fred Weberpals, all for three-year terms. In addition to the foregoing, F. D. Fernandez was nominated for a one-year term.



Every baker wants uniform flour...Atkinson delivers it!

Don't take less than you can get from
ATKINSON MILLING COMPANY MINNEAPOLIS

IT'S BIN CHECKED

IT'S BIN AGED

DO YOU KNOW . . . ?

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. To produce a good tender angel food cake, not less than 15 oz. cake flour should be used with each quart of egg whites.

2. Using bleached flour in making cookies will produce greater spread than when unbleached flour is used.

3. Granulated sugar (sucrose) caramelizes at 325° F.

4. Soft wheat flour is quite often used with hard wheat flour in Danish pastry to increase the absorption.

5. Whipping cream should be beaten at high speed to obtain the best results.

6. According to the U.S. government standard, breakfast cocoa must contain at least 28% fat.

7. When sour milk is used in a bread dough instead of sweet milk, the rate of fermentation is speeded up.

8. Lemon pie filling may break down or turn watery during the cooling period due to acid in the filling breaking down starch used as the thickening agent.

9. To prevent rope in bread during the summer months, about 1 pint of 90 grain vinegar should be used for each 200 lb. flour.

10. When reconstituting powdered egg yolks, it is necessary to use two pounds of water with each pound of powdered yolks.

11. White rye flour will absorb more water than either medium or dark rye flour.

12. Cornstarch is used in some sponge cake formulas, replacing part of the flour, in order to produce cakes that will have greater volume and be more tender.

13. Crust soakage in oven-filled pies can be reduced by making the shells a day ahead and allowing them to dry somewhat before filling them.

14. Sour cream butter is used in making cakes instead of sweet cream butter because the color is a deeper yellow, thereby improving the appearance of the cakes.

15. Cream of tartar is used in puff paste to give it greater volume due to the carbon dioxide gas produced by it.

16. Shortening is added to bread doughs after the flour has been mixed in for a short time in order to increase absorption.

17. The term "pure" on a bottle of vanilla extract is an indication of its quality.

18. When hot water is used in a pie dough, the resulting crust will be mealy.

19. Hollow bottoms on cream puff shells are due to the batter being too stiff.

20. A good glaze to use on the tops of fruit cakes, after they are baked, is made by bringing to a good boil 1 qt. water and 1 pt. corn syrup (glucose).

AWARDS WON—Paul C. Guignon (left), sales manager for the bakery products division of Anheuser-Busch, Inc., looks over a series of ads and the awards they won in the recent first annual awards exhibition of the St. Louis Art Directors' Club. With Mr. Guignon is Harry W. Chesley, president of D'Arcy Advertising Co., which handles the advertising for Anheuser-Busch, Inc. The division was awarded two gold medals, one silver medal, and five merit awards for its 1958 trade publications advertising, selected from among approximately 50 entries in the categories of over-all design and illustration for print trade media. One of the A-B ads was the only one in the exhibition to receive two first-place medals simultaneously. The 678 entries were judged by James G. Sherman, executive art director for McCann-Erickson, Chicago; James S. Fish, director of advertising, General Mills, Inc., and Jerry Birn, copy supervisor for Tatham-Laird, Chicago.

PLAN CONVENTION—Among some of the men who have devoted a large share of their time and energies to planning for the Tri-State Bakers Assn. convention (Feb. 1-3, Hotel Monteleone, New Orleans) are the two pictured here. They are, at left, William L. Wolf, general sales manager of Wolf's Bakeries, Inc., Baton Rouge, La., association president, and, at right, Richard T. Parris, operator of the Pastry Shop, West Monroe, La., president of the retail division of the association.

New AIB Slide Film To Be Distributed

CHICAGO—The new sound film of activities at the American Institute of Baking, shown first to members at their recent annual meeting, will be made available to meetings of production clubs and state and regional bakers' groups shortly, it has been announced.

The film, 40 min. in length, tells the story of 40 years of AIB work, its facilities, functions, direction and accomplishments.

Most of the film shows work in the institute itself, taking viewers into field staff areas of sanitation and consumer service. Programs of the laboratories, particularly those under the Fleischmann grant, the School of Baking, the departments of sanitation, consumer service and the library are presented in detail.

The Allied Trades of the Baking Industry are cooperating in scheduling and showing of the film in various areas. These showings will be a part of the institute's observation of the 40th anniversary of its founding, which, through 1959, will have a number of special events.

A special feature of the annual meeting was presentation of illuminated scrolls conferring honorary life membership on: Harold S. Mitchell and Peter Pirrie. The presentation was made by Chairman Louis E. Caster. A third scroll has been prepared for presentation by Howard O. Hunter, AIB president, to Dr. Clyde H. Bailey, who has been in Europe.

—BREAD IS THE STAFF OF LIFE—

Bakery President

ROXBURY, MASS. — William F. Goodale, Jr., has been elected president of the Berwick Cake Co. here. Frank J. McGrath was elected clerk and assistant treasurer, replacing Mrs. Mildred L. Moore, whose resignation was accepted.

Mr. Goodale is a past president of the New England Bakers Assn., past president of the Bakers Club of Boston, director of the American Bakers Assn., and a trustee of the Institution for Savings here.

ARBA Begins Search For Miss Muffin

CHICAGO—The Associated Retail Bakers of America has announced that ten contests to select Little Miss Muffins to go to Washington in April are already being organized. Local retail bakery associations holding contests are expected to exceed 20 in number, and children will be coming from as far as California. In some areas, two or three associations are banding together, each holding a contest in its area, after which there will be an area wide finals to select one child to send to Washington for the national ARBA convention April 12-15.

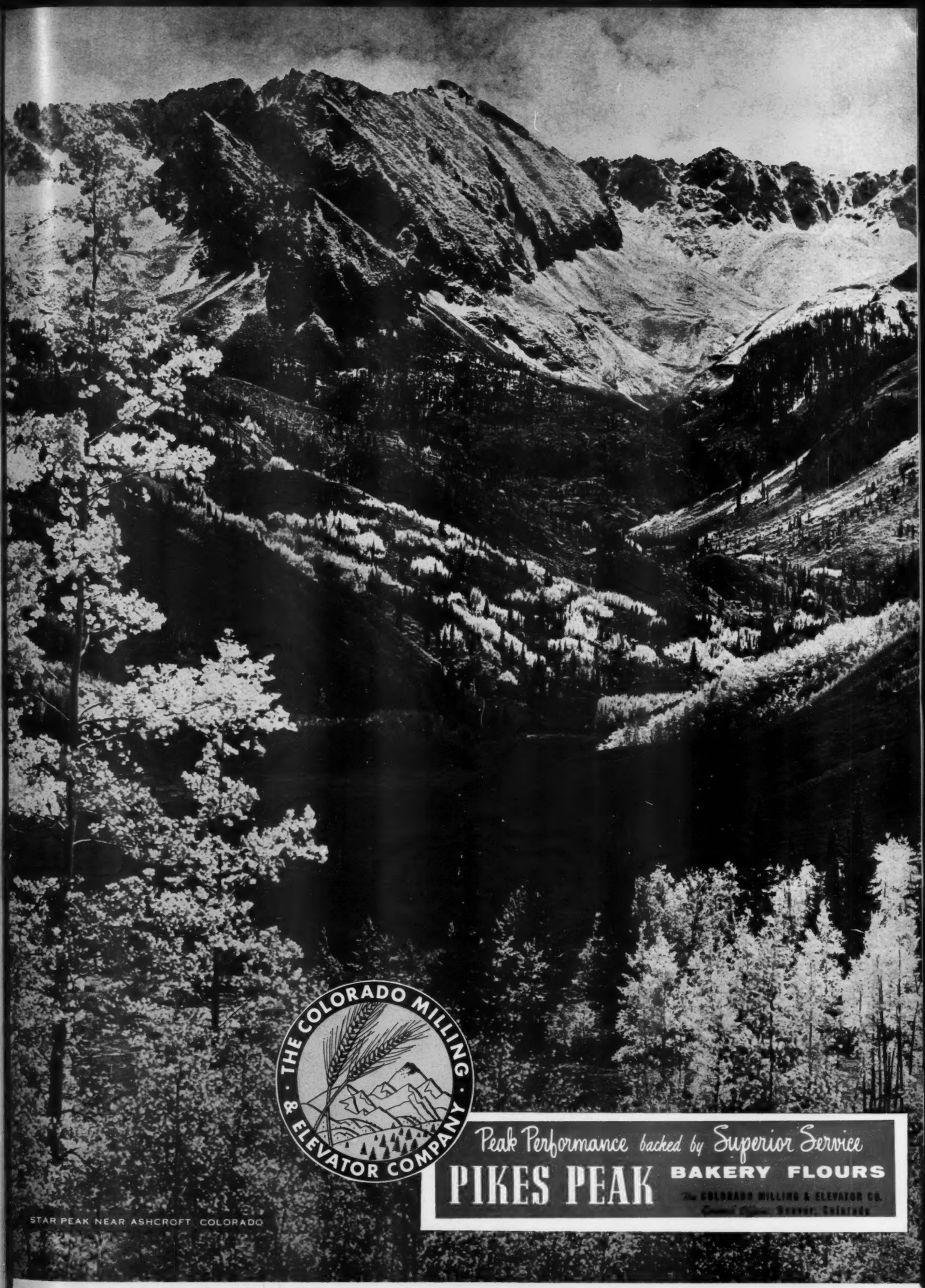
Local retail bakery associations which have already started to beat the drums and plan to send Little Miss Muffin to represent them at the finals in Washington April 12 are: Northern California (the East Bay, San Francisco, and Sacramento Area Associations), the Master Bakers Retail Association of Los Angeles County, the Associated Retail Bakers of Greater Washington, D.C., the Associated Retail Bakers of Greater Chicago, the New Orleans Master Bakers Assn., Northern New Jersey (comprised of the North Jersey Division of the New Jersey Bakers Board of Trade, Inc., and the North Central Jersey Association of Bakery Owners), the Retail Master Bakers Association of Western Pennsylvania, and the Greater Akron Retail Bakers Assn.

In addition the South Jersey Master Bakers Assn. and the Master Bakers Business Association of Philadelphia have announced that they will each select a little girl from a local orphanage to represent their associations at the finals in Washington.

—BREAD IS THE STAFF OF LIFE—

ANNUAL PARTY

PITTSBURGH—The annual Christmas party of the Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania was held at Gateway Plaza with Mrs. Christine Knell, Knell Bakery, as chairman.


THE COLORADO MILLING & ELEVATOR COMPANY
Peak Performance backed by Superior Service
PIKES PEAK BAKERY FLOURS
The COLORADO MILLING & ELEVATOR CO.
STAR PEAK NEAR ASHCROFT COLORADO

Gai's French Bakery Expands To Meet Variety Bread Needs Of Growing Seattle Region

GROWTH OF GAI'S—This attractive plant, now expanded by 11,000 sq. ft. at a cost of $325,000, houses Gai's Seattle French Bakery. The program of expansion involved not only new equipment but modern offices, dressing rooms and a lunchroom. It is now possible for 13 of Gai's 36 trucks to load at one time in an enclosed shipping area.

SEATTLE—In Seattle, where French bread is a long way from its original home in the Old Country, Gai's Seattle French Bakery has just completed a $325,000 expansion, the latest phase in 12 years of phenomenal growth for the largest variety bread bakery in the Pacific Northwest.

This latest expansion adds 11,000 sq. ft. to Gai's plant and an array of the latest variety bread baking equipment. Of special importance is a new Petersen single-lap 44-tray direct gas-fired oven which, with the plant's other ovens, raises the bakery's daily capacity to more than 50,000 loaves of variety bread.

Other new equipment includes an 18-rack Pfening proof box, a Century overhead proofer, a Baker Perkins divider and trough hoist, two Century mixers and a Century dough rounder.

In addition, space planning allows Gai's new loading room to speed shipments to primary marketing areas of Puget Sound and Alaska. Thirteen of the bakery's 36 trucks can now load at one time in an efficient enclosed shipping area. Product movement to these loading ramps is expedited by up-to-date packaging and assembling lines.

Expansion Improvements

Gai's expansion has involved more than mechanical improvements. Many facilities have been added to accommodate employee comfort. These include bright, modern offices, dressing rooms and a sizeable new lunch room. A row of air-conditioned offices looks down from a balcony over the baking and packaging operations of the plant.

The growth of Gai's has been primarily due to the accelerated postwar demands for good variety breads, coupled with an aggressive sales program. The success of Gai's can be attributed to two generations of variety bread baking experience, a sound foundation for the current operation. This foundation began in 1919 when Giglio Gai started as a partner in a small Seattle French bakery. He had come to America from his native Italy only a few years before.

In 1932 he bought another Seattle shop, known as the New Home Bakery, and this has been operated by the Gai family ever since. The next major period of growth occurred in 1943 when Gai's combined its plant with the Seattle French Bakery and moved to the present location at 20th and Weller Sts. in the heart of Seattle.

Of special influence was the sound business combination of Giglio Gai and his wife, Cicilia, who, through the years, taught their two sons, Henry and Philip, the trade secrets of quality variety bread baking. Giglio Gai, throughout these early years, was a master craftsman at baking quality bread. His wife, Cicilia, was the business head of the operation and handled virtually all of the company's financial affairs.

In 1946, the two sons having completed their education, and returned from the armed services, the Gais launched an aggressive marketing program. Their first step was to shift from door-to-door sales to grocery and restaurant outlets. In 1947 the bakery switched from a hand-operated brick oven production plan to a mechanical oven. They also added 1,600 sq. ft. to the original building. At this time they had the only mechanical oven for variety breads north of San Francisco.

Still further expansion came in 1949 with the purchase of another mechanical oven, which is still in use today. With the younger Gais becoming increasingly active in the business, by 1953 another expansion was necessary, and 6,600 sq. ft. was added to the plant. This addition included offices, garages and wrapping rooms which had never existed per se prior to this time. Also in 1953, the bakery began producing sliced French bread, the fastest selling item.

Sons in Charge

With the death of Giglio and Cicilia Gai in 1954, Henry and Philip Gai formed a partnership, now one of the outstanding two-man teams in the baking industry. Henry Gai is "Mr. Inside," handling most of the production operations and management of the plant. Philip Gai is "Mr. Outside," effectively leading the sales and merchandising program.

With aggressive management, Gai's now distributes its products to virtually every supermarket in the Puget Sound region. The Gais also have commendable distribution of their products through conventional bakeries, restaurants, government agencies, universities, school systems, hospitals and the shipping industry. When fishing boats leave in the spring for the Alaskan waters, the galleys are well stocked with frozen Gai's variety breads. In addition, the Gais enjoy a considerable amount of business in Alaska where they ship frozen loaves of many varieties.

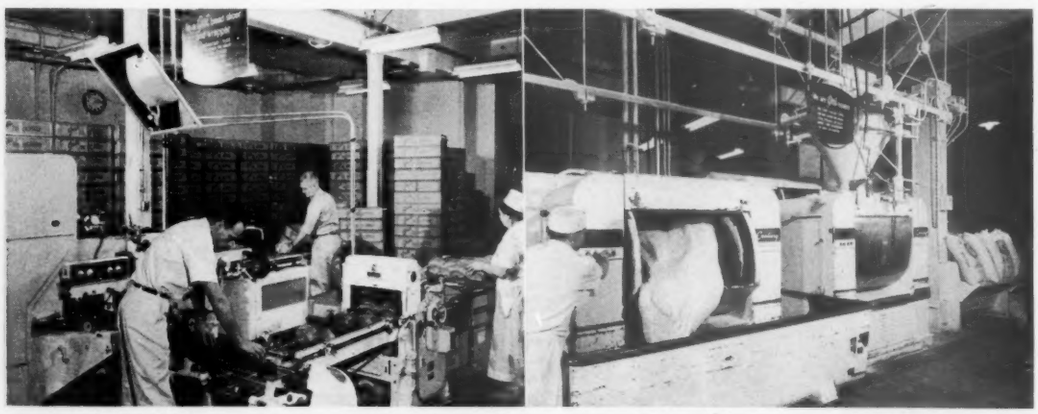
One of Gai's policies, in fact, is to introduce at least one or two outstanding new variety breads each year. This year their outstanding success has been with a new foil-wrap French Barbecue Loaf. The Gais calculated that a barbecue loaf would ride the tide of the outdoor cooking craze which has swept the Pacific Northwest.

The brothers are often the first to develop new packaging techniques. For example, they use open glassine sacks for their regular French bread and Poor Boy loaves. Tight wrap cellophane or wax wrapping is used for sliced French bread. On the other hand, white bread, wheat bread and assorted rolls are packed in polyethylene bags. Their brown 'n serve products, bread sticks and soft rolls are packaged in trays with cellophane overwraps.

New Machine

Of special significance in their 1959 expansion program is the new $18,000 investment in a bread stick machine. This machine, produced in Italy, is the first of its size to be used in the U.S. and affords the Gais a considerable advantage in this particular field.

In spite of all the modern expansion, the wide variety of products, ever-increasing marketing area and the continual use of new packaging techniques, the Gais continue to operate a small retail shop which serves hundreds of loyal customers. In addition, the brightly colored red-and-white Gai trucks still can be found making house-to-house deliveries to long-time friends who have been with the family since the early days.



INSIDE GAI'S BAKERY—At the left is Gai's bread slicing and wrapping area. The recent remodeling and expansion program now permits a daily capacity in excess of 50,000 loaves of variety bread. At the right are Gai's dough mixers. Note the signs prominently placed over each piece of equipment. Signs remind employees—and visitors—of the specific job of each machine, its capacity, and the dollar investment which Gai's has in the machine. The firm's greatest growth has been in the past 12 years due to the growing demand for its quality products in the rapidly expanding Pacific Northwest. Gai's was started in 1919 by Giglio Gai, who began as a partner in a small Seattle French bakery after his arrival from Europe.

—BREAD IS THE STAFF OF LIFE—

AIB Graduates Hear Fred Cobb Stress Need for Open Mind

CHICAGO—The dangers of resistance to change were stressed by Fred Cobb, one of the baking industry's favorite speakers, in his talk to the graduating class at the American Institute of Baking Dec. 19.

In urging the 36 members of Class 74 to keep alert to desirable changes, he said, "Like a parachute, the mind works only when it is open." With anecdotes he emphasized the advantages of being able to adjust the mind, habits, and performances to new ideas and new ways. "You are better off to try something new and fail, than to attempt nothing and succeed"—was his warning to the class.

The shortsightedness of a "dog eat dog" business philosophy also came in for lampooning, and he asked for industry cooperation in the drive to increase the consumption of bakery foods, rather than the continuance of taking pot-shots at a neighbor competitor.

On the program too were: Eben Evon, who extended the alumni greetings to graduates and guests; class officers, Eugene F. Bast, president, and James E. Thomson, secretary-treasurer; and R. Wallace Mitchell, for the faculty. Announcement is being made of Mr. Mitchell's retirement from the school staff, and his talk took the form of a farewell to his colleagues. He has been on the institute staff as an interim consultant since his official retirement from the staff of American Bakeries Co. Certificates were conferred by AIB's president Howard O. Hunter. Dr. Robert W. English presided during the exercises and gave his traditional "Charge to the Graduates."

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Van de Kamp's Policy:

Bake Quality Product; Deliver It Fast, Fresh, Undamaged and Sealed

Custom-Made Equipment, Cushioned Delivery Chutes Prevent Damage to Baked Foods; Records of Useful Life of Major Truck Parts Tell When to Replace, Avoid Costly Road Repairs

LOS ANGELES—Success is compounded of many things at Van de Kamp's Holland Dutch Bakers, Inc., and a couple of the basic ingredients are a quality baked product and the development of a distribution system for which the company will accept no goal short of perfection.

Development of a quality baked product has been a goal at Van de Kamp's since the firm was started in 1915. Hand in hand with this has been the desire to push ahead with a distribution system for its products which, at its present stage, is well worth the attention of bakers everywhere who are interested in stepping up their service to customers from packaging room to final delivery.

Nowhere in the U.S. is there a comparable number of growing supermarkets equal to those in southern California which Van de Kamp's serves. This has made a fleet of trucks and a flawless distribution system vital. Recognizing this, Van de Kamp's has developed a mobile, modern array of vehicles, due to the concerted efforts of a unified management with foresight and skill.

Planning Sessions

The firm's team of distribution specialists meets regularly with its own company planning commission, where problems are discussed and processed for early solution. It has paid off in growth, and Van de Kamp's is to open a million dollar plant in Kansas City this year to expand its operations. The firm has also operated successfully in the Seattle area since 1929.

George W. Purcell, advertising and public relations director, sums up company policy by stating, "The major competitor to the baker is still the housewife—but this combination of a quality baked product and perfection of distribution will ultimately win over the competitor — even with the irregular circumstances which prevail in southern California."

George Wiley, chief mechanical and industrial engineer for Van de Kamp's puts it this way: "Experience has been our best teacher. The baker with fortitude will realize a profitable operation, because we are living in a period excelling all others in prosperity."

The area covered by Van de Kamp's is from Los Angeles to Bakersfield and Santa Barbara on the north; San Bernardino on the east and the Mexican border on the south. In 1957 over 900,000 road miles were covered by the fleet. Early in 1958 each truck covered approximately 2,400 miles every week.

On each truck is the eye-catching Van de Kamp trademark in the company colors of blue and white. The basic design is a light blue scallop, which gives the truck body the appearance of a giant cake box. Neatly centered on each side of the body is a windmill of dark and light blue. All lettering is dark blue.

The truck bodies are designed to company specifications, which are determined by consumer needs, increased production and industry changes. The custom built body heralds an outstanding mobile emissary of a quality-baked product of cleanliness and guaranteed freshness.

Loading Facilities

The area at the rear of the Van de Kamp's plant can accommodate 37 trucks at once. Each has its own hydraulic tail gate which can be adjusted to the height or depth of any market ramp. On the tail gate is a chute which can be attached to any position of the gate for odd angle loading or unloading in difficult parking areas. This is achieved by a series of spaced holes near the edge of the outer three sides of the gate. The chute has two hooks which are interred into the openings and create a tenable ramp. The chute is also treaded with rubber to give the cabinet and its mover a better grip. This also prevents unnecessary accidents. Each truck carries a chute at all times. Experiments are being conducted to power the tail gate off the truck's storage battery.

The body is designed to accommodate 28, 32, 36 or 44 cabinets. The number of cabinets on each truck is worked out on a truck mileage basis, and cabinets are loaded so that a break can be made between each series of eight. These aluminum cabinets cost $123.50 each and are rodent, insect and practically dust-proof. At the bottom of each cabinet there are rubber shoes to eliminate dragging damage to the cabinet bottom and unnecessary noise in residential areas.

The interior of the truck body is designed to evenly distribute the weight and shifting of these cabinets by the use of horizontal iron bars. Divisions of eight cabinets are made by the bars on the smaller trucks. Each bar sets in grooves on either side of the interior of the body. Each body requires a definite sized bar to allow for the divisions. Excess space between cabinet and truck is eliminated to prevent a shift that could result in movement of the sealed product in the cabinet and shifting of load weight on the truck.

On large trucks this horizontal bar divides the weight by running the bar down the center of the body. These bars have proved profitable by eliminating damage due to movement and weight shifts.

Maintenance Program

Van de Kamp's practices preventive maintenance and has established a periodic checking program which is proving successful. Road service is a major problem and, to eliminate delays, running records are kept on the longevity of such parts as fuel pumps, master cylinders, pumps and wheel cylinders. Van de Kamp's hopes to replace the necessary parts at a specified time at the home base, rather than by costly road service. This program plays a major role in achieving full utilization of the fleet.

Three mechanics and one foreman, specialists in truck maintenance, service the fleet. They are equipped to gas and oil two trucks at once.

Two new trucks are being fitted with electronic tacho graphs to record all road time automatically. Van de Kamp's is also replacing older equipment with new, but only when demand warrants the change.

Van de Kamp's is not in the truck-

(Turn to VAN DE KAMP'S, page 20)

RECORD-SIZED ORDER—Pictured is a historic point in the distribution operations of Van de Kamp's Holland Dutch Bakers, Inc., of Los Angeles. When the accompanying photo was taken, Van de Kamp's was preparing one of the largest single orders for bakery products ever given to one bakery in the U.S. at one time—food for the Third National Boy Scouts of America Jamboree, later held at the Irvine Ranch in Orange County, California.

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Acme-Evans Flours
ANGELITE—cake flour
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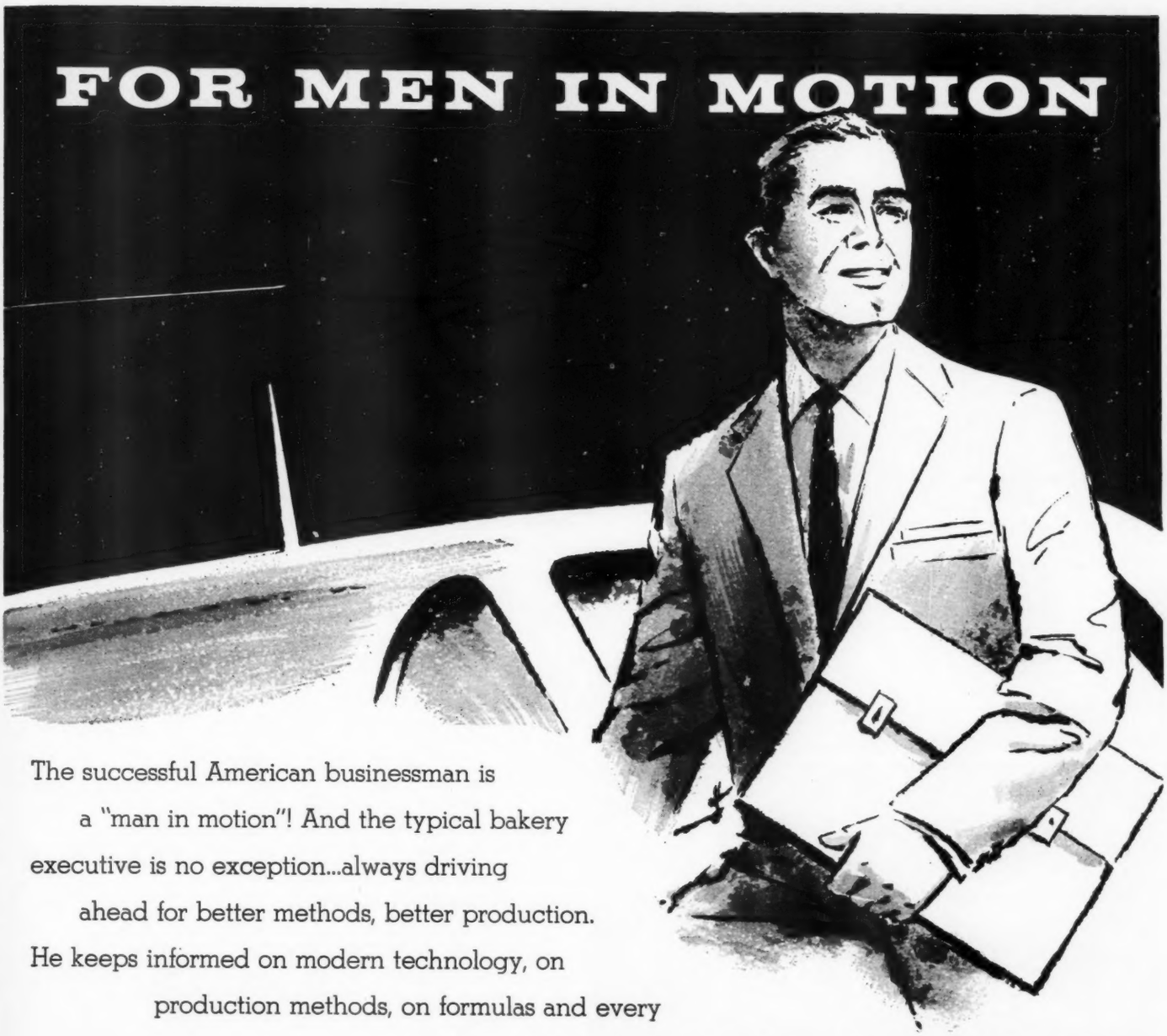
ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

FOR MEN IN MOTION



The successful American businessman is a "man in motion"! And the typical bakery executive is no exception...always driving ahead for better methods, better production. He keeps informed on modern technology, on production methods, on formulas and every phase of his business. And when it comes to the all-important ingredient, the "man in motion" really goes for Drinkwater Flour for perfect, top-quality loaves every time.

MORE SOUTHWESTERN BAKERS HAVE USED DRINKWATER FLOUR FOR MORE YEARS THAN ANY OTHER BRAND

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Quality Soft Wheat Flours for 75 Years

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CORN FLOUR - CORN MEAL
CORN SPECIALTIES

Bakers Must Strive to Meet Customers' Changing Demands

By JOSEPH J. McCORMICK

EDITOR'S NOTE: Mr. McCormick is manager of dealer relations for Quality Bakers of America Cooperative, Inc., New York. His address, under the title of "Your Customers—Today and Tomorrow," was delivered before the Wholesale Bread Branch Session at the recent meeting in Chicago of the American Bakers Assn.

Although I have had only eight years' exposure to bakery operations, these years have enabled me to compare merchandising practices of wholesale bakers with those of other food suppliers whose programs I have known for nearly 35 years in the grocery field.

Starting as a chain store manager in a western New York city, I can remember when 9¢ bread came to market. Area bakers were getting 11¢ retail when our chain brought out its own bread. In those days, stores were of the service type, and when the customer stood before the counter checking her list of needs, she could see the display of bread in a glass case behind the counter.

Came the edict from the chain's headquarters: "Take all area bakers' bread out of the case. Put it under the counter. Use the top of the counter for a mass display of the chain's bread."

The Old Days

Memory fails when I try to recall the exact figures of what happened to our bread sales. I do remember that area bakers still sold as much bread as previously, but the chain's sales of bread pyramided from zero to more than 160 loaves on a busy Saturday.

The chain had proved two points: 1. They had only been scratching the bread potential; 2. Comparisons always sell more product. This fundamental principle of offering a comparison has been a primary merchandising principle of chain stores, and a strong reason for their success through the years.

Back in those days of 9¢ and 11¢ bread, the nation's largest corporate chain operated some 16,000 stores. Today, this same chain does nearly five times its annual volume of the late 1920's, and does it in approximately 4,200 stores. For 1957, this chain reported sales of $4,769 million, with a net of only 1.06%.

Back in those days of 9¢ and 11¢ bread, there were, in round numbers, 500,000 chain and independent grocery stores. Today, there are only about 300,000 stores. In an article in the July issue of Quality Grocer, we showed that during the period from 1947 to 1957, the total number of food stores declined from approximately 400,000 to 300,000—an average annual death of 10,000 stores.

All types of grocery stores were affected by this decline. Unaffiliated independents declined from 280,000 units to 192,000. Voluntary and cooperative members' stores went down from 95,000 to 88,000 units during these recent 10 years and chain units down from a little less than 30,000 to slightly under 20,000.

Throughout these years of 1947 to 1957, the voluntary and cooperative groups of stores made tremendous progress from a sales standpoint. In 1947, these voluntary and cooperative groups had 29% of the total food store sales. In 1957, they were reported to have 44%. Meantime, through these 10 years, the percentage of food sales through chain stores remained practically constant.

With 38% of the business in 1947 and 1948, the chains moved this up to 39% in 1949. From 1952 through 1955, the chain percentage was down to 36%. In 1957, it was back up to 37%.

Even though this percentage of total food store volume done by the chains has remained nearly constant through the past decade, per store sales in dollars have been constantly on the rise. In a recent survey conducted by the Harvard Bureau of Business Research in cooperation with the National Association of Food Chains, figures submitted by 50 chains participating in the survey showed that average sales of a typical market rose from $842,480 in 1955 to $1,054,084 in 1957. This increase in dollar volume per unit amounts to slightly over 25%.

But, what has happened to the unaffiliated independents through the past 10 years? Their portion of total food store sales declined from 33% in 1947 to 19% in 1957.

A Closer Look

This plight of the unaffiliated independent on one hand, and the tremendous growth of the voluntary and cooperative groups on the other, has without doubt caused many wholesale bakers to look more closely at this changing picture of their customers—of today and tomorrow.

It is our thinking that the picture of "who owned what" of the total food store sales in 1957 will remain about as it is when results for 1958 have been summarized. But, there could well be some further strengthening of the positions of both the corporate chains and the voluntary and cooperatives. Certainly, the unaffiliated independent must look to strengthening his position unless he is ready to accept the terminology of being an "accommodation store" selling only the late evening and Sunday needs of his customers.

Food store volume has been going to the shopping centers where chain units and the larger voluntary and cooperative member stores have established themselves among a variety of retail outlets, where Mr. and Mrs. America can do centralized buying of practically everything needed to run the household.

As for the number of food stores in the future, it is our belief that we have seen the bottom of the decrease in total units. The projection of the country's population to over 200 million mouths to feed in 1965 leads us to believe that more food stores will be needed to serve these customers. We say this if for no other reason than that existing stores will not be able to handle the increased business on a Thursday-Friday-Saturday work week.

This idea of buying the big grocery order on the week end has not changed through all the years of our grocery experience, although there has been a gradual pulling of some Saturday volume into late Thursday and Friday store hours.

The large supermarkets in most cases are devoid of customers early in the week. Rent, light, air-conditioning, taxes and other overhead costs go on, Monday, Tuesday and Wednesday, just as they do during the busy week ends. A certain amount of store personnel must be retained in the early week. With organized store help and high labor costs, food store operators have been faced with a constantly declining picture on store profits.

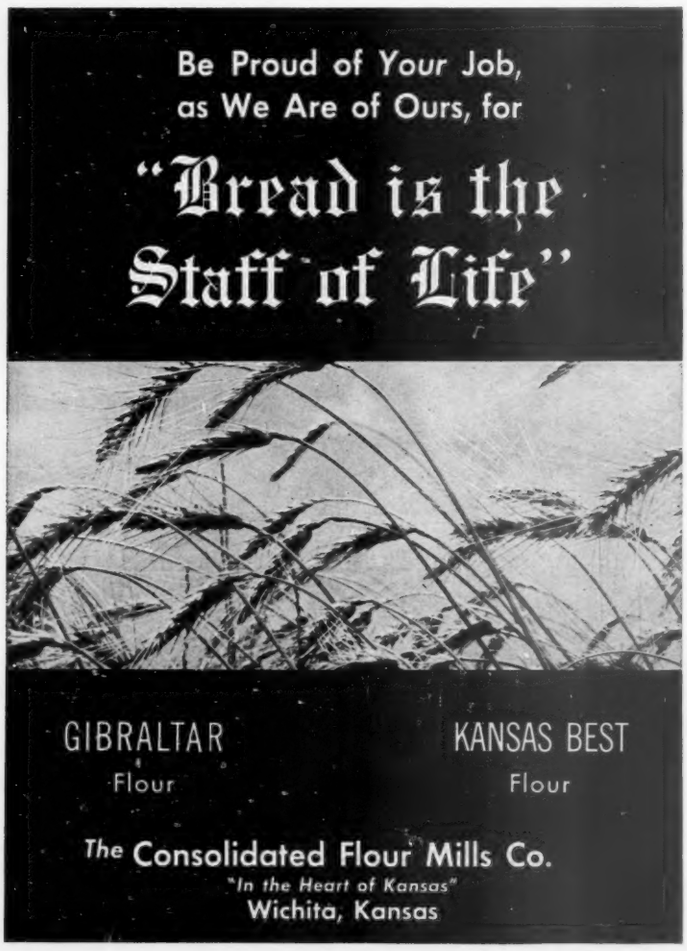
With a net profit of only 1.06%, the largest dollar-volume chain has made it necessary for all grocers to sharpen their pencils—to learn how to match this competition from a price standpoint and to be satisfied with less profits when the year end rolls around.

This is one reason why the voluntary and cooperative groups of grocers will, in our estimation, continue to afford increased competition for the chain stores and enhance their percentage of the total grocery dollar volume.

In this trend to larger food markets, we have noted an awareness on the part of all operators to pay more attention to the baked foods department. In stores visited all over the country, more lineal feet of shelving is being devoted to baked foods than was the case several years ago. A new appreciation of the profit potentials of baked foods seems to have come to both chains and the larger independents. Baked foods department sales have increased as a percentage of total store sales.

Display Room

Getting sufficient room to display our baked foods has been a constant fight, and it is one that we must continue—and on an unselfish basis. Simply because a baker does not bake pies should be no reason for



Four separate milling units at the same location

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1 SPRING AND HARD WINTER WHEAT FLOURS

2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS

3 RYE FLOURS

4 WHOLE WHEAT FLOURS

FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

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Sales representatives in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

his disinterest in pies. The same goes for cake or any other baked foods. Our job is to see that the market's baked foods department is sufficiently large to display a complete variety of baked foods, all attractively arranged to induce customers to buy more of the products all of us turn out.

We anticipate a leveling off in the size of new food markets. The giants of 55,000 sq. ft. of selling area will be exceptions in building plans. Supermarkets will most likely stay in the range of 20,000 to 25,000 sq. ft.

Such stores are capable of doing $4 million to $5 million annual volume. Superettes will be mostly in the range of 8,000 to 12,000 sq. ft. Such stores are capable of annual sales of $1.5 million to $2.5 million.

Robert Magowan, president of Safeway Stores, said recently that his company's future plans call for stores of 14,000 to 23,000 sq. ft. Mr. Magowan said his company would run food stores, not department stores.

We anticipate that, whereas today's supermarkets are defined as stores with sales of over $1 million, supermarkets in the next decade will be designated as stores doing $3 million to $5 million annually.

Superettes will be stores doing a dollar volume comparable to today's definition of the supermarket — a store doing over $1 million annually.

The unaffiliated individual grocer will continue to coast along with limited dollar volume. He will find it increasingly difficult to match the stiff and unrelenting competition afforded by the big volume supers and superettes who will be vying for grocery dollars in increasing amounts brought on by the upsurge in population.

The bantam super style store will come more into evidence, especially in crowded metropolitan centers. Both the corporate chains and some of the restaurant men have benefited, along with the suppliers.

The "American Bakers Dessert Festival" under way now is a grand opportunity for many wholesale bakers to go to the restaurant man with a strong story on baked foods—fruit cakes, pies and doughnuts to be sure—but an opportunity also to drive home the convenience and service inherent in the wholesale baker's products delivered to his door.

The volume of food service sales has jumped 40% in the last six years. The restaurant industry is shooting for $35 billion in sales by 1977, when 260 million people will be eating out.

Perhaps the wholesale baker can afford to be complacent about all this. He might say, "If I don't get the business in the restaurants, I'll get it in the food markets—or vice versa." That is one way of looking at it. But perhaps, in looking back through the years, another thought would come to mind. It is this: Have we, as wholesale bakers, kept step from a consumption standpoint with the great increases in the country's population growth?

Are we changing our sights in view of the changes and the demands of our customers, both restaurant operators and food store operators?

Are we staying close to the changes in thinking of the food store merchant—of the restaurant owner? Do we understand sufficiently about the

something OLD* has been added

to create NEW and profitable

WHOLE WHEAT SALES!

*THE OLD FASHIONED GOODNESS OF

STONE GROUND

WHOLE WHEAT FLOUR

With the installation of a new "Stone Ground" Mill, Bay State now helps you capture the old time, wholesome, wheaty flavored loaf which is best produced with stone ground flour. Make new friends every day with this favorite of yesterday . . . and be sure you always use Bay State "Stone Ground" Whole Wheat Flour. . milled from freshly cleaned plump, high protein Springwheat.

MILLERS OF Quality FLOUR

EXCLUSIVELY FOR BAKERS

Ask your Bay State representative about it the next time he calls on you.

BAY STATE MILLING COMPANY. General Offices: WINONA, MINN. • LEAVENWORTH, KANSAS

ADVERTISING — Hollywood Bread, internationally baked and distributed dietary bread, has announced a $1.2 million advertising budget for a new 12-month campaign now under way. Bulk of the budget is earmarked for newspaper advertising. Featured in the ads will be movie stars accompanied by sleek jungle cats.

IT PAYS TO BUY
American
Flours
NAVIGATOR
American Boy
AMERICAN ACE
FLOUR
AMERICAN FLOURS, Inc.

operations of both grocers and restaurateurs to modernize our operations to be of most benefit to these customers of ours?

Changing Picture

I have tried to point out to you the changing picture involved in your customers today and tomorrow. There is no secret to such a presentation, because it is a revolution—it has taken place over a period of years—and everyone who has been serving either the grocer or restaurant man has been aware of the changes—may even have his own ideas of where the evolution could lead us.

The look ahead to your customers of today and tomorrow calls for action now—for the most part, a willingness to change with the changes.

Unless we can sell ourselves that such willingness to change is a necessity to a better future for ourselves, the crystal ball we have used here today will become nothing more than the glass marble we used to play with, back in our boyhood days.

SLOGAN SPECIAL
The Quality Bakers Flour
Oklahoma Flour Mills Co.
ELRENO OKLAHOMA

You can make better bread with
SUNNY KANSAS Flour
WICHITA
Flour Mills, Inc.
WICHITA, KANSAS

SALES GAINS MADE BY BAKERY STORES

WASHINGTON—Sales by bakery products stores in the U.S. for the first 10 months of 1958 amounted to $808 million, compared with only $753 million for the comparable 10 months of 1957. Sales for October amounted to $86 million, compared with $82 million in October of 1957 and $79 million in September of 1958. Figures are from a retail trade report prepared by the Bureau of the Census, U.S. Department of Commerce.

New Jersey Bakers Set Convention Dates

ATLANTIC CITY—The 1959 New Jersey retail bakers' convention and exhibition will be held here Sept. 18-22 at the Shelburne Hotel. The North Jersey Division, New Jersey Bakers Board of Trade, will be host. Frank Gnidziejko, division president, and Joseph Gratzel, Gratzel's Bakery, Teaneck, N.J., will be co-chairmen.

Plans call for several evening parties and banquets, an educational program and guest speakers, names and subjects to be announced.

Moore - Lowry Flour Mills, Inc.
Kansas City, Mo.
PRECISION-MILLED FLOURS

SPRING MAIDE
An outstanding value where an intermediate patent fits the picture

SINCE 1879
HUBBARD MILLING COMPANY
MANKATO, MINNESOTA

Tri-State Bakers Plan Convention

NEW ORLEANS—Final arrangements are being made for the Tri-State Bakers Assn. convention to be held at the Monteleone Hotel here Feb. 1 through 3, according to William L. Wolf, Wolf's Bakery, Inc., Lafayette, La., president.

The convention will include entertainment the afternoon and evening of Feb. 2 at the Lakewood Country Club, and a "Bakers' Day" at the fair grounds race track.

—BREAD IS THE STAFF OF LIFE—

GMI Dividend Declared

MINNEAPOLIS—The board of directors of General Mills, Inc., Dec. 22 declared a dividend of 75¢ a share on GMI common stock payable Feb. 1, 1959, to stockholders of record Jan. 9, 1959. This is the 122nd consecutive quarterly dividend on GMI common stock.

—BREAD IS THE STAFF OF LIFE—

Bulletin on Changes In Winter Wheat Crop Prospects Released

MANHATTAN, KANSAS — The agricultural experiment station at Kansas State College, Manhattan, has released a bulletin on "Changes in Winter Wheat Crop Prospects." The publication, No. 95, written by Leonard W. Schruben, college agricultural economist, analyzes the differences between official early-season estimates of winter wheat production in the U.S. and estimates released the following December.

Winter wheat output predictions are used by farmers in planning their production and marketing. Railroads also use them in figuring the number of freight cars needed during harvest season. Elevator operators and millers base their operations on the forecasts also.

One problem has been the changes that occur between early season forecasts and actual harvest. Prof. Schruben explains that weather conditions, insect and disease infestations cannot be accurately predicted, so estimates are made on the assumption that weather conditions will be average between the time of the early estimates and harvest.

—BREAD IS THE STAFF OF LIFE—

AGENCY APPOINTED

PITTSBURGH — Harry A. Hachmeister, president of Hachmeister, Inc., has announced the appointment of Vic Maitland & Associates to handle advertising, public relations and market research for its wholesale baking ingredient manufacturing. The account was formerly handled by a Chicago agency.

VAN DE KAMP'S

(Continued from page 14)

ing business and does use outside assistance. Each day a mobile unit washes all the trucks on the premises. A tire company is under contract to furnish all tire products.

Full utilization of this fleet is based upon a specific useful life of each truck, convenience of product distribution, and the need to maintain product freshness and quality.

This effort towards perfect utilization of the equipment does not affect the product cost to the consumer in the 125 mile radius that this fleet must service, company officials claim. Prices at all Van de Kamp's bakeries are the same.

Chief Engineer Wiley, who has been with Van de Kamp's 30 years, states, "The largeness of our operation justifies self-ownership of a trucking fleet when approached from a true service angle to the consumer. When trucks are leased, the bakery distributor is hampering the flexibility of his operation, due to business variances such as holidays, week ends, school openings and closings, special events and climatical changes."

Mr. Wiley and his assistant, a mechanical engineer, are responsible for the designed weight, load and capacity requirements of all the company's truck bodies. Mr. Wiley has an engineering staff and a maintenance unit of 18 employees.

Van de Kamp's maintains a store in every quality supermarket in the 125-mile area it serves. Each is described as "a store within a store." Each is located behind market turnstiles, with each market checkstand handling the cash. Each store has its own Van de Kamp's manager on the premises.

Order Filling

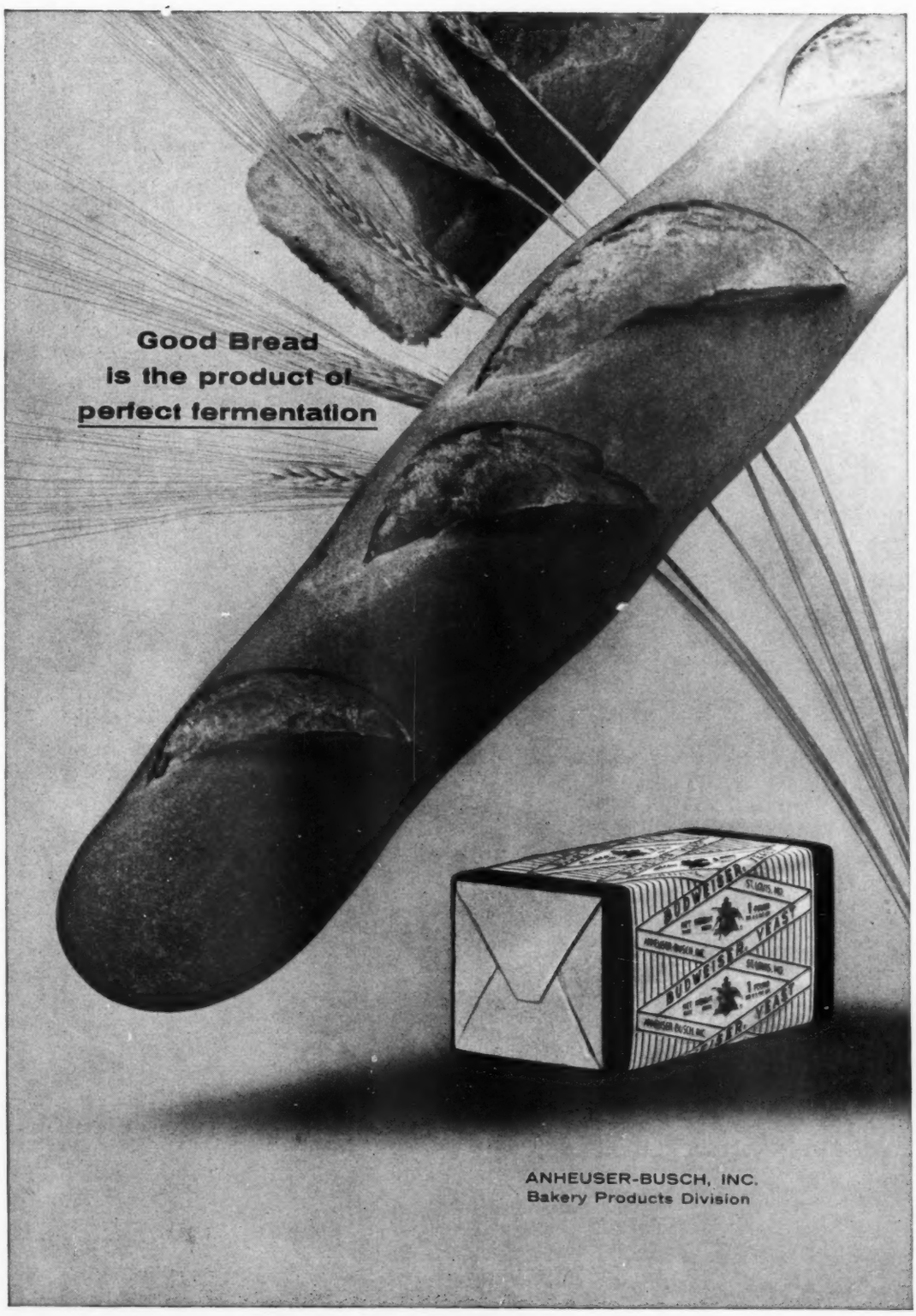
After the individual order has been placed with the main plant, processing of this order begins. The merchandise is packaged, checked, separated and allocated to cabinets numerically marked with two tags. (Each store has a number which appears on the two tags in a convenient, visible position at the top of the cabinets.)

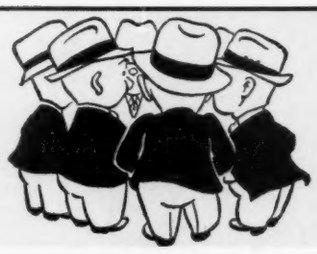
Upon completion of the order, the cabinet is sealed. The transportation dispatcher arranges for distribution to the trucks. A special hydraulic elevator removes the cabinets from the plant to a ramp where the trucks are loaded. The orders must reach the store prior to the morning opening.

Van de Kamp's maintains its own backroom at each market. The driver has a key to this room. He delivers the new order, removes the empty cabinets, and returns them to the plant for daily cleaning. The sole duty of the driver is to deliver the order on time and return the empty cabinets. The store manager breaks the seal on the new order and another day begins at the market with a fresh array of Van de Kamp's baked products.

DIXIE LILY
Plain and Self-Rising
A Flour Without Equal Anywhere
BUHLER MILLS, INC.
• Mill & Gen. Offices, Buhler, Kansas
• Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

FLOUR
is your prime ingredient. That's why it pays to buy the dependable B master milled by
Sweet Cream
Very Best
Masterpiece
Encore
Choice of Minnesota
Belmont
Bulah
Stamina
W. J. Dennison Co.
"A World of Quality and Service"
576 Grain Exchange, Minneapolis 15, Minn.
Telephone FEderal 2-8637
MILLS AT APPLETON, MINNESOTA


Good Bread
is the product of
perfect fermentation
BUDWEISER YEAST
ANHEUSER-BUSCH, INC.
Bakery Products Division



TRADE PULSE

● The promotion of **A. C. Hansen** to the position of route supervisor for Emrich Baking Co., Minneapolis, has been announced by **Fred Kaeppel**, president. Mr. Hansen joined Emrich in 1946 and has served in various capacities with the company since that time. In announcing Mr. Hansen's promotion, Mr. Kaeppel stated that the position and advancement were necessitated by the constant expansion of Emrich routes and facilities.

A. C. Hansen

CODING AND MARKING
Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty.
Write for information on a specific problem
KIWI CODERS CORPORATION
4027 N. Kedzie Ave. Chicago 18, Ill.

To bake the **best** . . .
buy the best!
Quality Bakery Products
NATIONAL YEAST CORPORATION
Chanin Building, New York, N.Y.

● Streitmann Biscuit Co. has announced the promotion of **Lawrence P. Gasaway** to the position of division manager of the Martins Ferry, Ohio, branch. He succeeds **Edward Mental**, who has returned to Columbus. Mr. Gasaway has been employed by the firm since 1952 as a salesman. **Richard Ralston**, St. Clairsville, Ohio, was named to fill the salesman's position vacated by Mr. Gasaway.

● Announcement has been made of the appointment of **T. H. Gibson** as national sales manager of the food service equipment division of Wear-Ever Aluminum, Inc., New Kensington, Pa. He succeeds **Buford E. Hiles**, vice president in charge of sales, who has also served as sales manager of the division during the past year. Mr. Gibson will be succeeded by **W. E. Cummins**, formerly of the Alcoa Wrap sales division.

● **Robert W. Robertson**, formerly managing director of Brantford Oven & Rack Co., Ltd., has joined Canadian Baker Perkins, Ltd., as vice president and sales manager, **A. Grant Robertson**, president, has announced. Mr. Robertson brings to Canadian Baker Perkins 23 years' experience in baking machinery and equipment. He joined Brantford Oven & Rack in 1935, becoming managing director in 1946. During the past three years, he was also president of Brantford Lockwood, Ltd., Canadian manufacturer of bread and bun pans. He is a director of the Allied Trades of the Baking Industry of Canada, and a member of the Engineering and Production Mens Club of Ontario. He also is a member of the American Society of Bakery Engineers, and was the official representative for Brantford Oven & Rack in the Bakery Equipment Manufacturers Assn.

● It has been announced that **Fred C. Braun**, associated for the past 16 years with Jones Pies, Inc., Hillside, N.J., was recently named manager of P. Lehrhoff Bakery, Newark, N.J.

● Recently elected a vice president of Baker Perkins, Inc., Saginaw, Mich., was **Lawrence E. Barclay**, southwest area sales engineer for the Food Machinery Division, according to **P. B. Harley**, president. Mr. Barclay, who will continue to reside in Dallas, Texas, started his career with the Saginaw firm in 1925. He previously was associated with the country's pioneer bread-wrapping machinery producer. Upon joining Baker Perkins, he was first a sales engineer specializing in bread-slicing and wrapping machinery, representing the firm in the Pacific Coast area, and in 1942, was appointed sales engineer for the Food Machinery Division, covering the Southwest. Although Mr. Barclay will continue to concentrate his activities in the Southwest, he will also cover national accounts in all parts of the U.S., where the headquarters of a national account is located in his territory.

● Baker Perkins has announced the election by the board of directors of **R. C. Rieder** as vice president of manufacturing. Mr. Rieder formerly was works manager.

● Tasty Baking Co., Philadelphia, has appointed **Franz J. Serdahely** as public relations representative. He will establish a news bureau for the firm's company and product publicity in an eight-state marketing area. Mr. Serdahely was formerly with the Philadelphia public relations department of N. W. Ayer & Son, Inc. Also, **Charles R. Vidinghoff** has been appointed director of sales and advertising; **Walter F. Clampffer** as assistant director of sales and advertising; **C. Arthur Walters** as general sales manager, and **Fred R. Pierce** as director of special sales and services.

● Pollock Paper Corp. has announced the appointment of **Jack H. Conrad** as sales promotion manager for its Flexible Packaging Division. Mr. Conrad was sales manager of Pollock's Label Division and for six years was manager of sales promotion of the Bakery Packaging Division. He has spent 15 years in the packaging field. His new assignment will cover the creation, development and execution of ideas for more effective packaging. He will also direct sales promotion, merchandising and advertising activities, moving his headquarters from Columbus, Ohio, to the home office in Dallas, Texas. **George Sandell** has been named assistant sales manager of bakery packaging for Pollock's Northern Division at Columbus. He has 12 years experience in the field and joined the firm in 1957.

Jack H. Conrad

● Recently elected to the board of directors of Flowers Baking Co., Inc., was **O. L. Allen**, affiliated with the company for 22 years. Mr. Allen is also chairman of the board of governors of the Southern Bakers Assn. He has served Flowers Baking in Jacksonville, Fla., for 13 years.

● Sutherland Paper Co., Kalamazoo, Mich., has announced several changes in the field sales staff of its food packaging department. **S. G. Hicks** becomes eastern regional sales manager, a position formerly held by **B. B. Broach. Robert C. Rinehart**, Michigan sales representative, has been reassigned to the Detroit territory of H. Houghton, deceased. Working with Mr. Rinehart in greater Detroit will be **Jay Muusse**, a recent addition to the staff. **Ray Colbert**, a former sales service representative, will replace Mr. Rinehart in outstate Michigan. **W. E. Flanigan** will take over the Kansas City-Oklahoma City sales area, succeeding **C. F. Ballinger**. A new South Texas territory, to include New Orleans, will be serviced by **William W. Doak** from Houston.

● As of Jan. 1, Clinton E. Frank, Inc., has been named to handle advertising for Catherine Clark's Brownberry Ovens, Inc., Oconomowoc, Wis., it was announced by **Merrill E. Taft**, vice president in charge of sales.

● The appointment of **Charles B. Broeg** as director of technical services has been announced by **Frank C. Staples**, president of American Molasses Co. Mr. Broeg was formerly sugar technologist for the Commodity Stabilization Service, U.S. Department of Agriculture. He will also be in charge of product developments, and will head an expanded department and staff of bakery, confectionery, and food technologists. The position was previously held by **James A. King**, retired, who will continue to serve in an advisory capacity.

"Golden Loaf" FLOUR

Milled from choice spring wheat under modern laboratory supervision for particular bakers—aged—aerated—bulk or sack loading.

In Business for 57 Years

TENNANT & HOYT CO.
LAKE CITY, MINNESOTA

BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY
CORN MEAL
NAPPANEE MILLING CO.
NAPPANEE, IND.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON COMPANY
WICHITA, KANSAS

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U. S. A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

GOING STEADY

STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

DISTRIBUTED BY

STANDARD MILLING COMPANY

GENERAL OFFICES: 1009 CENTRAL ST., KANSAS CITY 5, MISSOURI

Bakery's Success Story

Alert Management, Team Work Build Sound Business Basis for Canadian Bakery Firm

HAMILTON, ONT. — The baker who is worried about finding the proper ingredients for a successful business operation should study some of the time-tested methods used by Jackson's Bakeries, Ltd., of Hamilton. Over the years this Canadian firm has tried many of them—some old and some new.

Jackson's has purchased other bakeries, buildings and equipment when such a move appeared advantageous. It has pioneered its own product research, used its own personnel to fill top managerial posts, and is now sharing its profits with employees to increase incentive, plus encouraging stock purchase by its workers.

The success story of Jackson's is also a reflection of the vision, ability and drive of Lloyd D. Jackson who also serves as mayor of Hamilton.

Eighty-five per cent of Jackson's business is represented by door-to-door sales. There are 209 routes serving nearly 63,000 homes in Hamilton and surrounding markets.

Many factors have contributed to the development of Jackson's Bakeries in the last 35 years. But Hamilton's natural advantages as the geographic hub of a densely-populated area put heavy odds on its chance for success.

While one of Canada's most quoted political figures, Mr. Jackson actually has shunned the spotlight as a business executive. Although he owns more than three fourths of the stock in Jackson's Bakeries, he leaves the day-to-day operations and most management decisions to trusted employees.

In direct charge of the big baking operation is Leslie N. Gibbard, general manager and secretary-treasurer of the firm, and an employee of Jackson's for a quarter century.

Mr. Jackson was born in Canada and was graduated from McMaster University. He lectured in chemistry at the Ontario Agricultural College from 1909 to 1912 and then joined Purity Flour Mills' cereal laboratories in Winnipeg. He pioneered in the application of chemistry to the selection and milling of wheat, and knew the baking business when the opportunity came in 1922 to take over the Sykes Bakery in Hamilton.

The Sykes plant employed 19 persons and had nine bread routes. Company records show that the bakery sold $125,353 worth of its products and paid $40,946 in wages during the first year under the new Jackson management.

Payroll Expansion

The payroll has been increased 16 times during those 35 years. More than $1.9 million was paid out last year to 567 employees in nine Ontario cities and towns; $1,050,007 went to the 296 persons on the Hamilton payroll.

The name Sykes Bread, Ltd., was retained until 1928. During the interval Mr. Jackson had purchased bakeries at Simcoe, Tillsonburg and London, Ontario. These were merged when the corporate name Jackson's Bread, Ltd., was adopted.

When the Sykes plant in Hamilton was destroyed by fire in 1929, a larger building was erected, with provisions for expansion. A home-type kitchen was added and a full time dietician employed to develop new products.

The Brantford, Ont., sales operation was started in 1932 and a $50,000 sales depot is being built to serve the 15 routes in that city.

Mr. Jackson bought the Strathroy Bakery, Ltd., in 1930 and eventually merged it with his London operation. Purchase of a sales depot in Leamington and a plant in Chatham in 1930 led to the formation of Jackson's Purity Bakery, Ltd., and expansion of sales in those communities.

Mr. Jackson and Rogert Megaughan, vice president of Jackson's Bakeries, bought the share interest which Purity Flour Mills had held for many years. This move was followed by the incorporation of Jackson's Bakeries, Ltd., in 1945. In that year the firm bought a building on Stirton St. in Hamilton and developed plans for a broad expansion of its manufacturing and sales efforts.

Plus Mr. Jackson and Mr. Megaughan on the board of directors there are eight officials whose service records range from 22 to 36 years. These directors are Mr. Gibbard, 27 years service; William J. Britton, production superintendent, 36 years; Harold J. Stage, London manager, 32 years; Leo O'Connor, Simcoe manager, 29 years; James H. Shaw, sales manager, 28 years; Fletcher W. Jackson, purchasing agent, 26 years, and Michael Gregory, assistant production superintendent, 22 years.

Two men who learned the business with Jackson's now hold top jobs in the Canadian baking industry. Steve Saxby, who worked 15 years for the firm, now is general manager of General Bakeries. Walter McAdam, who started with Jackson's at the age of 17, was appointed assistant general manager of Canada Bread in 1950.

Forty employees have worked more than 25 years with Jackson's.

Stock Sharing

No one outside the Jackson's Bakeries organization owns stock. Both common and preferred shares are available and many employees have availed themselves of the opportunity to become part owners. If an employee leaves the company, he must sell his shares back under an option agreement.

Four years ago the company established a profit sharing plan. An employee must have three years of service to become a member. Two hundred and sixty three employees now participate. This is a savings as well as a profit sharing plan. Each employee pays 3% of his or her earnings into the fund. The company pays in 15% of its annual taxable income. The fund in four years has piled up $223,700.

The retirement plan is one of the most flexible in existence. (One veteran will not accept money unless he works for it. So he appears at the plant every day, does a stint of work and walks out when his ego is satisfied.)

Only 17 of the 209 routes are serviced by horse-drawn wagons. Some of these outfits will not be replaced by motor vans during the work life of veteran drivers who do not want to drive motor vehicles. Mr. Jackson knows the first names of most of his employees.

Production teams have been given the responsibility of seeing that ample supplies of top quality baked foods are ready each day for the salesmen. There are production teams for bread, sweet goods, cake and doughnuts.

The team of bread makers, for example, is paid to produce a stated number of loaves each week.

If the demand calls for greater production, an additional payment for each 10,000 loaves is credited to the team. All employees are paid by the week.

If one man fails to turn up and his teammates work that much to fill the orders, his normal pay goes into the bread makers pool. If another is off sick and the rest of the team carries the extra load, his wages are paid into the pool, which is divided, share and share alike, among the men who kept the ovens at peak output.

The absentee loses out but the ailing employee is provided for by the sick benefit fund. Thus, the Jackson plan is based upon a sharing of all responsibility in meeting the emergencies that arise in an operation which cannot rely upon an inventory of manufactured goods.

—BREAD IS THE STAFF OF LIFE—

SBA University Fund Name to Be Changed

ATLANTA, GA.—The name of the Southern Bakers Association University Fund, Inc., will be changed to the Bakers University Fund, Inc., according to an announcement by Sanford V. Epps, chairman of the organization. The school is the only one in the U.S. which offers a four-year baking course leading to a bachelor of science degree.

A resolution approving the change of name has been adopted by the SBA University Fund board of trustees. The change is being made, Mr. Epps explained, so that all bakers and allied firms will understand the baking school is for students from all parts of the U.S., rather than just the South.

With the change, Mr. Epps expects wider interest from the baking industry in general, and increased financial support.

—BREAD IS THE STAFF OF LIFE—

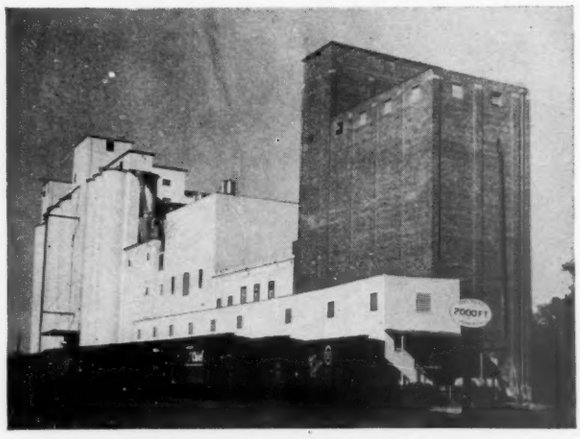
Elected President

MILWAUKEE—Dr. Henry J. Peppler, manager of research for Red Star Yeast & Products Co., has been elected president of the north central branch of the Society of American Bacteriologists.

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX
DCA FOOD INDUSTRIES Inc.
45 WEST 36th STREET, NEW YORK CITY

To-Day's
MODERN BULK FLOUR MILL



WESTERN STAR'S BULK FLOUR PLANT

THE PROCESS OF CONVERTING THE MILLING INDUSTRY FROM SACKED TO BULK REQUIRES MODERN BULK FLOUR STORAGE AND HANDLING FACILITIES TO REPLACE THE OLD SACKED STORAGE WAREHOUSES.

The WESTERN STAR MILL CO.
SALINA, KANSAS

"Can our bakery switch to dry yeast without sacrificing product quality?"

This question is fairly common. Many large wholesale bakeries know that dry yeast offers a number of cost reductions, so they naturally wonder about quality.

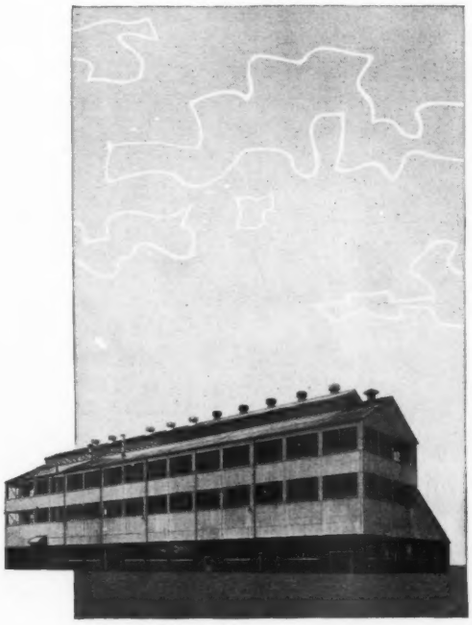
In the bakery business, there are no simple answers to most of the big questions. But we can answer with an unqualified "Yes" when a baker who is using quality ingredients asks whether he can count on equal or better baked products when he switches to Red Star Dry Yeast.

Properly handled, Red Star Dry Yeast will give you equal or better quality baked products than you would get with compressed yeast.

Machinability, for example, is better with Red Star Dry Yeast. More uniform pan flow produces more symmetrical loaves, with fewer cripples. Crust color, texture and crumb are excellent.

You have noticed how rising costs are speeding up the development of automated bakery operations. If you are planning on any significant degree of automation, you will wish to consider Red Star Dry Yeast—because dry yeast is the only form really suited to automated operation. And Red Star is years ahead of the field in dry yeast.

Write to our Bakery Division for detailed information and skilled technical counsel on dry yeast. No obligation, of course.



America's first plant for exclusive dry yeast production, built by Red Star at Belle Chasse, Louisiana. Watch your technical and trade publications for news of important new developments now under way in the dry yeast field. Red Star leads the industry in sales of dry yeast to bakeries, and is already years ahead in practical experience.

RED STAR YEAST & PRODUCTS CO. Milwaukee 1, Wisconsin

Makers of Active Dry Yeast, Compressed Yeast, Star-zyme Tablets, Yeast Food, Baking Powder, Cream, Enrichment Tablets, Inactive Dry Yeast, Torula Yeast.

QUICK RISING ®

What sells baked foods? (NO. 3 IN A SERIES)

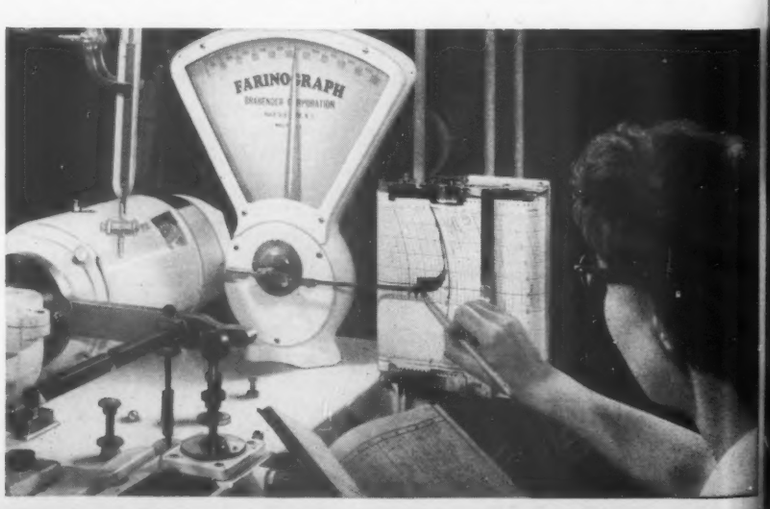
'ROUND-THE-CLOCK ALERTNESS ASSURES YEAR-ROUND QUALITY

Even double checking is not enough for the Pillsbury quality control department; these flour "detectives" leave nothing to guesswork

Raw materials must pass tough tests before being used in Pillsbury bakery flour and mixes. This is vital when the basic raw material—wheat—is subject to many variables. 15 kinds of wheat are grown in Kansas alone—each with different baking qualities. And each varying from crop to crop. (This year, Kansas wheat has the highest protein ever recorded.)

So bakers can count on uniform baked foods year after year, Pillsbury's quality control "detectives" maintain 24-hour vigilance over raw materials, wheat blends, milling steps and final use of all Pillsbury Products. Quality control at Pillsbury is a separate department with full authority to turn down raw materials or prohibit the shipment of any finished products that don't meet exacting standards. Pillsbury's reputation for quality is one of the company's greatest assets . . . and the chemists, engineers and technologists in quality control are the constant watchdogs over this long-standing reputation. These men also keep products in line with bakery production needs. Higher mixing speeds during the past 10 years have required flours with more tolerance and uniformity. Pillsbury quickly met and maintained these new specifications.

Test, test, test—that's the only sure way there is to maintain constant quality. Farinograph shown above compares mixing time and tolerance and water absorption of flour samples. The first tests are made before the harvest. Pillsbury technicians go right to the heart of the wheat belt, test specially-milled samples of the ripe, newly harvested grain . . . so they can advise grain buyers of current wheat characteristics. But the testing doesn't stop here. The wheat is tested when first binned, again after various bins are blended together. The flour is checked during milling and as a finished product prior to packing.



It's not unusual for a midnight call to rouse the Pillsbury plant quality control manager with a special problem about a particular run of flour. Constant quality, night or day, is the watchword.

Full size loaves are baked from samples at many points. Over 400 *different* tests are run each week at Pillsbury's Springfield plant alone. At new crop time a special transition program is followed so the baker's production won't be affected by abrupt changes in flour performance.

The job's not done, Pillsbury believes, until the finished baked foods are produced. That's why Pillsbury technical servicemen are constantly visiting bakeries across the U. S. These men observe new trends, can plan changes in flours to meet them. That's why Pillsbury can bring you the kind of quality that means better baked foods, year after year.

XXXX

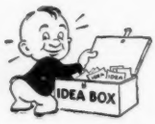
Pillsbury

your baking partner

. . . your partner in building sales!

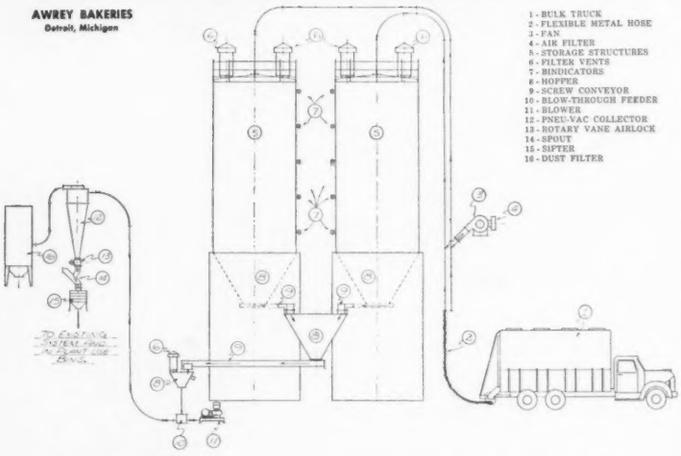
Pillsbury Mills, Inc., Minneapolis 2, Minnesota

Worth Looking Into



New Products
New Services
New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.



No. 2077—Bulk Flour System

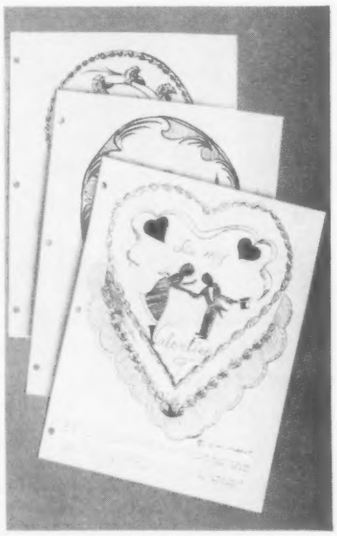
Completion of a unique bulk flour system for receiving, storing and in-plant conveying at Awrey Bakeries, Inc., has been announced by Sprout, Waldron & Co., Inc. What makes this system different from most is the fact that Awrey is not located near any railroad siding and has to be completely serviced by means of bulk trucks, Sprout-Waldron explained. The bulk flour receiving system is designed for handling flour at 30,000 lb. hr. and conveying it to either of two Permaglas storage bins. A second pneumatic system conveys the flour at approximately 20,000 lb. hr. from the storage tanks to the bakery. Further details can be obtained by checking No. 2077 on the coupon.

No. 4241—Sorbic Food Preservatives

A new 16-page booklet from Union Carbide Chemicals Co., division of Union Carbide Corp., describes the properties and applications of Sorbic, Carbide's food-grade sorbic acid. This material is widely used as a food preservative and is generally recognized as safe by the Federal Food and Drug Administration. Cakes and fruit pie fillings are protected against mold by 0.1% of Sorbic. Sorbic is especially useful for mold prevention in fruit cakes, because they may undergo long storage periods. Undesirable yeast fermentation can be prevented by Sorbic. Solubilities of Sorbic in water and a variety of water solutions and organic solvents are shown in tables and graphs. The booklet concludes with 42 references to published technical papers. For details, check No. 4241 and mail.

No. 4243—Decorating Ideas for Bakers

As a special service to bakers, Durkee Famous Foods is offering, free of cost, a set of original cake decorating ideas created and hand drawn by Emil Hilbert—nationally



famous expert. Each idea is on a separate standard size sheet punched for insertion in a notebook file. The series includes refreshing ideas for holiday and special event decorations. For details, clip the coupon, check No. 4243 and mail to this publication.

No. 4249—Coating For End Labels

New Crown-Seal end label coating provides a more positive seal without slippage, it was recently announced by Lloyd Fisher, manager of bakery packaging at the Western-Waxide Division of Crown Zellerbach Corp. Crown-Seal coating is available on end labels at no extra cost. Dr. J. S. Barton, director of Western-Waxide's packaging research and development laboratory, reports that the special formula coating was originally developed for use with Western-Waxide's new Crown-Seal polyethylene film wrapper, but further research showed that the Crown-Seal coating provided superior performance on all wrapping materials—waxed paper, cellophane and foil as well as polyethylene film. Check No. 4249 on the coupon, clip and mail for details.

No. 4244—Multiple Flavor Filler

Homogenette, Inc., announces the availability of Lectro Fill, a multi-flavor filler developed for the baker requiring more than one kind of filling or flavor. In the past the baker had to use several filling machines or completely disassemble and clean

his single machine to offer a variety of filled goods. Lectro Fill eliminates this problem, the manufacturer claims. Lectro Fill is primarily a power base designed to accept any of a number of twin spout filler units. Each filler unit contains a different filling or flavor and may be snapped on the power base in seconds. For details, clip the coupon and mail it, requesting No. 4244.

No. 4246—Brochure On Revolving Ovens

The Food Machinery Division of Baker Perkins, Inc., recently released a new brochure describing a line of improved automatic revolving tray ovens which roast and bake, enabling a user to produce "cooked-to-order" servings with the speed and efficiency of a production line operation. The 6-page publication illustrates various pan sizes which can be handled, and details versatility of the units in handling baked foods and roasts simultaneously — without interchanging flavors. For details on the "Roast-N-Bake" oven, check No. 4246, clip the coupon and mail.

No. 4247—Caramel Coloring for Bakers

Sethness Products Co. offers powdered caramel coloring for baking, claiming the non-hygroscopic powder has outstanding stability, long shelf life and freedom from lumping or caking. The powder can be added to either wet or dry mixes, and is reported to be instantly and completely water soluble. It comes in heat-sealed polyethylene bags which are packed in 100-lb. fiber drums. For details, check No. 4247 on the coupon and mail to this publication.

No. 4248—Brownie Base for Bakers

Caravan Products, Inc., has announced the results of a survey on the acceptance of its "Bob Brownie Base" which has been specially packaged in No. 10 cans. This standard unit, with the simple addition of eggs and nutmeats, yields exactly one standard sheet pan of "Bob Brownies." The survey indicates bakers are pleased by the simplicity, ease, and time-saving features of the new pack. Waste is completely eliminated, says the manufacturer. For details, check No. 4248 and mail coupon.

Send me information on the items marked:

- ☐ No. 2077—Bulk System
- ☐ No. 4241—Preservatives
- ☐ No. 4242—Bulk Storage
- ☐ No. 4243—Decorating
- ☐ No. 4244—Flavor Filler
- ☐ No. 4245—Machines
- ☐ No. 4246—Brochure
- ☐ No. 4247—Caramel
- ☐ No. 4248—Brownie Base
- ☐ No. 4249—End Labels
- ☐ No. 4250—Honey Glaze
- ☐ No. 4251—E-Z Open
- ☐ No. 7267—Bulletin

Others (list numbers) .....

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No. 4245—Machines To Help Bakers

Anetsberger Bros., Inc., offers three new machines for speeding bakery production. These include the Anets Patty Shell Maker (see accompanying illustration), in which the cutter is pressed through the dough piece, the handle twisted and the center dough cut and removed to form the receptacle. The unit has an ejector which is easily pressed to drop the finished dough piece. Also

available are the Anets Sheeter, a heavy duty unit for continuous sheeting, and the Anets Model 240-A Production Fryer. The sheeter has 14-in. stainless steel rollers ground precision-smooth to impart a firm sheeting texture. It has a ¾ h.p. vari-drive motor, adjustable dough guides, head roller and a motor-driven flour duster. The fryer, reportedly, produces up to 390 dozen cake doughnuts an hour, and can be used for volume production of yeast raised doughnuts, French crullers, Bismarcks, long Johns, cinnamon rolls and fried pies, with less than one minute for changeover. For details, check No. 4245 on the coupon, clip and mail.

No. 4242—Locating Bulk Facilities

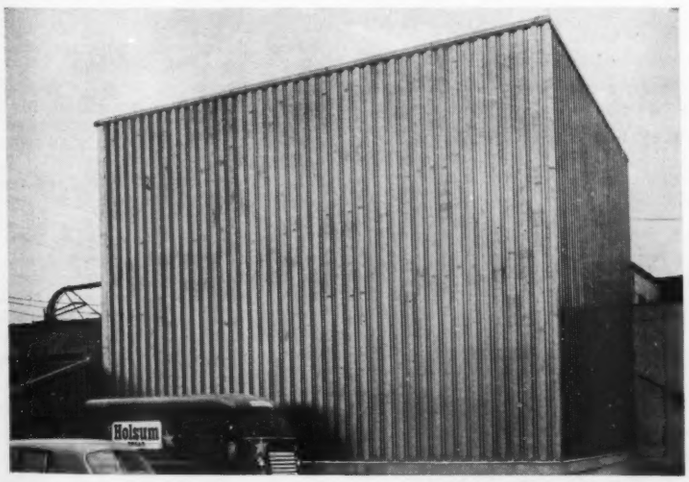
Baker Perkins engineers are recommending outside installations of bulk flour storage bins for ease of

No. 4251—Labels For Bread Wrappers

New "E-Z Open" end labels, now being produced by Crown Zellerbach's Western-Waxide Division, are claimed to effectively stop consumer complaints regarding the difficulty involved in opening bread wrappers. The improved end labels are said to offer these advantages to bread consumers: 1. Bread wrappers with "E-Z Open" end labels open with an easy downward flip; 2. Opening of end label does not tear wrapper or make ragged edges; 3. Wrapper, being undamaged, is easier to reclose and bread freshness is protected. For bakers, the "E-Z Open" end labels offer substantial advantages in bread wrapping operations because they do not carry an over-all coating. This means that cutoff knives cut only paper and therefore no coating residue is built upon knife blades. Machines do not have to be shut down to clean knives. For more information, check No. 4242, clip the coupon and mail.

No. 4250—Liquid Honey Glaze Set

"Honey Glaze Set" a new, prepared, liquid food acid solution, has been introduced by Caravan Products Co., Inc., for simplifying the making of glaze for fruit tarts. The baker pours out the exact amount of Honey Glaze he needs, adds a few drops of "Honey Glaze Set," and brushes the glaze on his fruit tarts. The glaze sets quickly and has a high, lustrous gloss, with cooking and waste eliminated. For details, check No. 4250, clip the coupon and mail.



erection, economy, and clearance of space inside for baking operations. Bins outside should be constructed, of course, close to a railroad siding if possible. The engineers, in a special news release, tell of one large bulk flour system so located outdoors at Gase Baking Co. which left space indoors for two baking operations. The installation has four 26-ft. bulk tanks concealed by a modernistic wall (see accompanying photo). For details, check No. 4242 and mail the coupon to this publication.

No. 7267—Pneumatic Conveying Bulletin

Publication of a 16-page illustrated bulletin on pneumatic conveying systems has been announced by the Day Co. The bulletin, the company says, points out how pneumatic conveying systems can reduce plant operating costs and improve efficiency. Covered in the bulletin are high and low density conveying systems and equipment. Common installations, basic equipment and accessories are diagrammed and illustrated. For details, check No. 7267 on the coupon and mail to this publication.

Also Available

No. 4211—Promotion Kit, Waxed Paper Merchandising Council.
No. 4212—Icing, Filling, S. Gumpert Co., Inc.
No. 4213 — Oil, Shortening Brochure.
No. 4214—Roll Divider, Erickson Mfg. Co.
No. 4215—Conveyor Bulletin, the Fuller Co.
No. 4216—Bakery Molder, Roydon Mfg. Co.
No. 4217 — Steel Containers, S. Blickman, Inc.
No. 4218—Measuring Device, Motomco, Inc.
No. 4219—Bread Frame, Chicago Metallic Mfg. Co.
No. 4220 — Bun Cutter, Bakery Equipment Service.
No. 4221—Sharpening Bulletin, Gopher Grinders, Inc.
No. 4222—Brownie Cutter, Moline, Inc.
No. 4223 — Thickener, Emulsifier, B. F. Goodrich Chemical Co.
No. 4224 — Starch Booklet, Stein Hall & Co.
No. 4225—Cellophane, Du Pont.
No. 4226—Flour System.
No. 4227—Display Materials, Sutherland Paper Co.
No. 4228 — Chain Lubricant, McGee Chemical Co.
No. 4229—Punched Card Blending, Richardson Scale Co.
No. 4230—Baking Pans, Ekco Engineering Co.
No. 4231—Decorating Brush, Binks Mfg. Co.
No. 4232 — Starch, Morningstar-Paisley, Inc.
No. 4233 — Bandmaster, Rap-In-Wax Paper Co.
No. 4234—ASBE Bulletin.
No. 4235—Bread Cooler.
No. 4236—Ascorbic Acid.
No. 4237—Caster Catalog.
No. 4238 — Scale with Counter, Richardson Scale Co.
No. 4239—Cake Pan Cleaner, Imperial Machine Co.
No. 4240—Humidity Control, Surface Combustion Corp.

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GENERAL OFFICES: GREAT FALLS, MONTANA

Build Salesmen with Your Bakery Training Program, and Business Growth Will Follow

By D. W. Robinson

Is there any bakery owner who does not believe in training his salesmen? I doubt this very much. However, looking into it further, there may be an operator somewhere who has such an effective recruiting program that it allows him to hire all "natural" salesmen, the men who can run $600 and plus routes in spite of poor management, poor supervision, poor products and without the benefit of a sales training program.

You have been fortunate enough to hire a few of these in the past and so have I, but I have never found enough to staff my routes.

Let's face the facts.

There are not enough natural salesmen to fill our bakery routes of today, let alone all the additional routes we will need to grow and get our share of an expanding market. So we must learn to get the job done with "unnaturals."

From this point on I am going to assume that everyone here believes in or has a training program of some kind for his sales department. This should include supervisors and sales managers as well as salesmen.

What are you gearing your training program to accomplish? To build "higher sales" or to "build people?" If the answer is higher sales, you have probably experienced the same immediate successes and complacency that I have many times. You go out with a solicitation crew. Through hard work you build up a route to the level you want it. Then, in a matter of months, it is down to where it was before, or even lower. This goes on and on and on.

Build People

I believe the only training program worth a continental is one that builds people. What do I mean by building people? What is the difference between a training program that builds sales and one that builds people?

I will explain by stating points that I would include in a sales training program intended to build higher sales. I would teach the salesmen to get new customers through a solicitation story—through referrals—how to use moveins, etc. I would spell out word for word the story that the salesman is to use in each case. I would teach the salesman to hold customers better through face-up stories, proper serving routines and appreciation stories. I would teach him credit stories to help sell merchandise and still get his money. I would teach salesmen how to drive their trucks—how to save time getting around the route and in serving their customers, as well as to save miles travelled. I would lay out completely how I want my routes run and how the salesmen are to function.

EDITOR'S NOTE—Mr. Robinson is with Capital Bakers, Inc., Harrisburg, Pa. His talk, originally titled "Sales Training," was delivered before the Home Service Branch session of the 1958 American Bakers Assn. annual meeting in Chicago.

It would appear that this should get the job done. The salesman now has the know-how. The "want-to" is supplied by the commission pay setup. Life should be wonderful for everyone concerned—the salesman, myself and my company. The salesman should go out and build his route higher and higher. He will be successful and, boy, will I be looking good. But does it happen that way? Unfortunately, too often it has not for me. Why? Because I did not build people.

Let's look now at the "building people" part of this training program.

First, I had to get to really know my salesmen. What made each man different in some way from every other man? What were his mental blocks? What were his standards? If his standards were not high enough, how could I impose my standards upon him?

This was done through psychological tests, preparation of personality profiles and integration sessions. Then we were able to get the individual in the proper frame of mind to accept our program, as well as to do the job. We had to get him to better understand himself. Then he had to understand other people and the reasons why both they, and he, reacted as they did in given situations. We then had to project him into situa-

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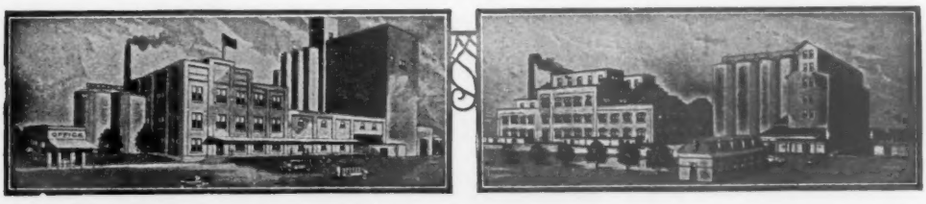

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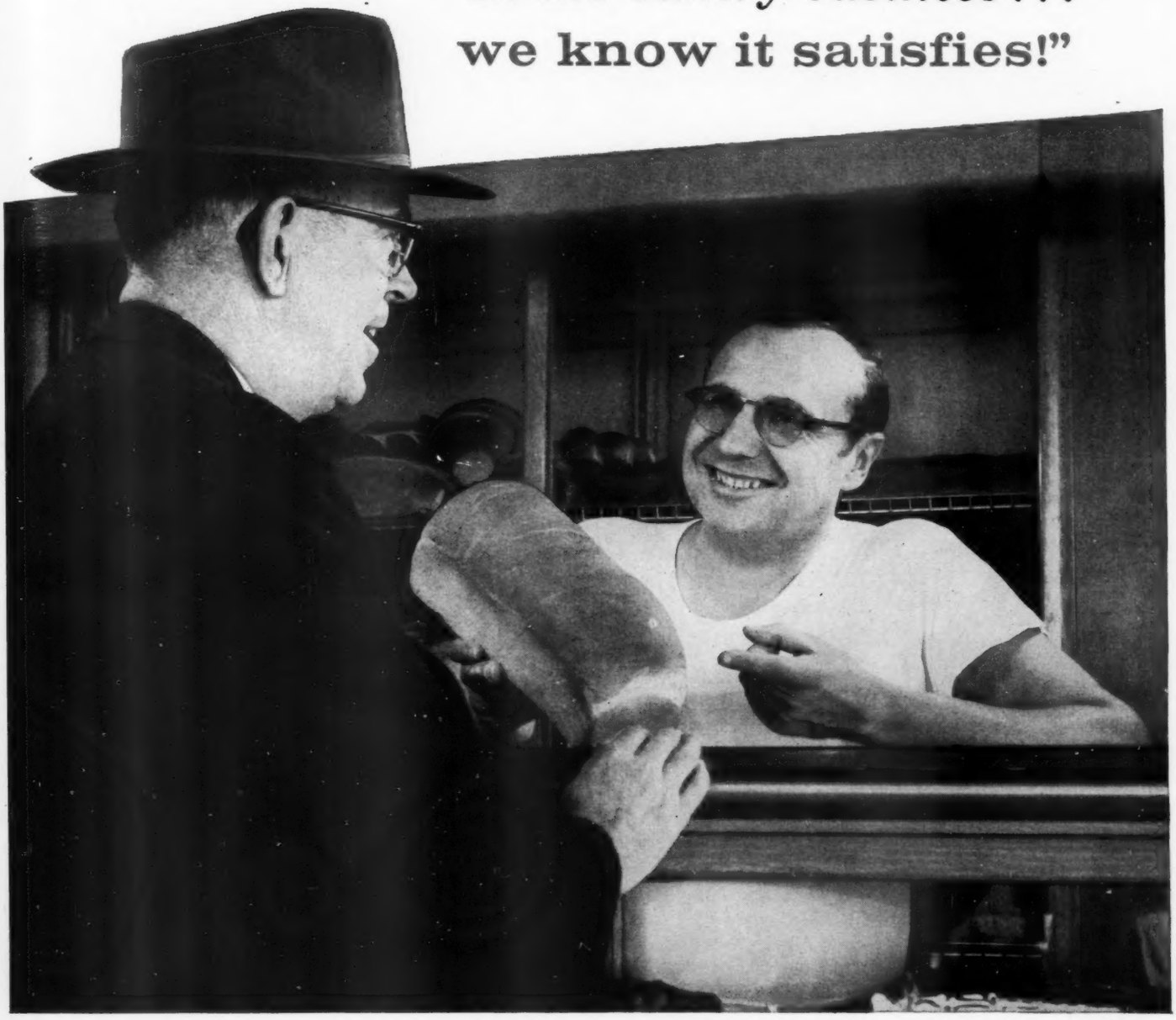

John Lukach, Northbrook Bakery, Minneapolis, shows "Mr. American Farmer" where the story of "From Field to Flour" ends.

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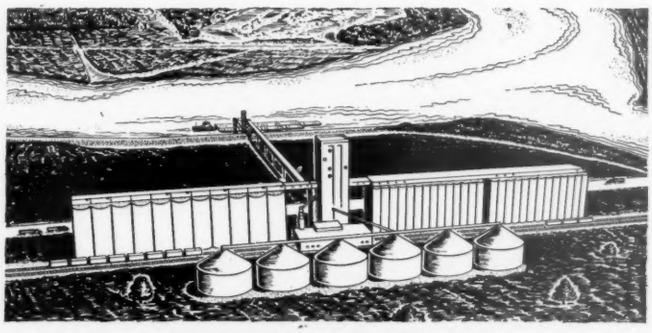

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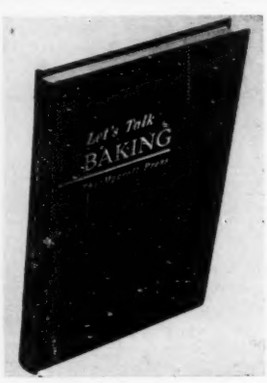

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tions in which he felt most comfortable. We had to eliminate fear in solicitation—in asking for money. We had to institute controls to hold him accountable for success. People want this projection and control. They expect it and must have it to be successful. All this was additional to the program used to build higher sales. To me, the two tied together constitute a program for building people, with higher sales the end result. Neither by itself could do the job.

Career Reviewed

To illustrate my point, let's go back over my experience in this industry:

In 1927 I started as a route salesman. I went through wholesale, home service, and supervisory positions. In 1939 I became plant manager, which, in my company, is production manager, sales manager—everything. From 1939 to our entrance in World War II, I experienced some growth in home service. After the war I began again to build a program, and did rather well. As a matter of fact, I more than doubled our number of routes, and route averages soared.

During this period we had no spelled-out training procedures. The only training was done through supervisors. Each supervisor, using his own methods, pretty much tried to have each salesman walk in his (the supervisor's) footsteps. Things went along rather well until 1950-51. And then, for some reason or other, I could not make any more progress. It seemed that no matter what I did, I had to fight to just stay even. Turnover of customers was high. Turnover of salesmen was even higher. Methods previously successful no longer worked.

Apparently the progress made in competitive fields, plus a greatly changed labor market, had left me standing still. For a long while I did not know what to do. About 2½ years ago we went into a formalized training program, using a combination of classroom plus field training. My enthusiasm knew no bounds.

We were now back on the track.

Again we would knock them dead. We made some progress, but many times it did not hold. The turnover of salesmen was still high. You see, we were building sales—not people. I had thought that if we taught our people how to do the job they would go out and do it. But this was not enough. We finally saw what was wrong. We had failed to build people.

Recognition of this was our first step on the road back to success. At this point we added the "building people" part of our sales training program. We began projecting them into their jobs and we instituted controls. Then they began to be successful.

Turnover of salesmen went down. Salesmen did not quit anymore. We fired some, that we, in our non-professional way, were unable to find the right buttons to push. We no longer let them flounder around until they quit. We were recognizing their failure before they did. Of course, we still have a long way to go. We never will be perfect, but we are making the progress we were looking for. Our route average is going up. We are constantly setting new highs in our sales. We are now building people.

Let's look at the mechanics of a sales training program. It really breaks down into three parts:

1. The things that can best be done in a classroom. Examples of these things are company history, explanation of policies, the teaching of solicitation stories, selling stories and credit stories.
2. The things that may be started in a class room but must be followed up in the field. Examples of these are the use of sales stories, teaching serving routine at the door, and making out orders.
3. The things that can best be done in the field. Examples of these are how to load a truck, handling of merchandise, how to drive the route, learning customers' names and what they use.

Classroom Training

In the beginning we put all new men through one week of classroom training. Then we took the men into the field with the supervisors. This did not work too well, because these new men did not understand enough of the mechanics of route operation to really hear what we were trying to teach them. Men only hear what they want to hear and accept what they want to accept. When they do not understand, they neither hear nor accept it.

We now follow this procedure:

We hire men before we need them, trying to have them around several weeks before they are needed on a particular route. During this time we send them with experienced salesmen for training. This has a way of uncovering potential supervisory material among these experienced salesmen. We believe good supervisors must be good teachers and we learn in this manner which salesmen possess this trait. We give these new trainees the solicitation stories, credit stories, and the face-up stories to learn at home.

We tie them in with the solicitation crew to use their solicitation stories. Some men wash out during this period of training. When they do, we save ourselves a lot of headaches because we have not broken them in on a route as yet. When a route opens up, the supervisor takes over and gives them the field training on a route. Two or three months later we bring them back in for one week of classroom training.

We find at this stage they retain much more of what we attempt to teach them. This also allows us to bring them in in groups of four to eight, which is more practical than one or two at a time.

During the early phases of our classroom training program the classes were conducted by the sales manager. We realized that through repetition of the stories and what he believed in every class he conducted he was the one getting the most out of the training program.

To accelerate our program in building people, we then had a supervisor act as an assistant instructor to the sales manager. So, instead of one person being continually strengthened, we are now spreading it out to include all managers and supervisors. No supervisor can stand before a class of trainees saying what he be-

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lieves and how he wants his routes operated and then go into the field and not operate in the manner he set down during the classroom training.

Someone said training programs cost money. Frankly, training must be looked at as an investment and not as a cost. United Air Lines invests 2% of its gross sales on training personnel and it pays for them, as it will for anyone who uses it. Training prepared the man to do more productive work quicker and better. A man who feels he is successful in accomplishing something is a positive man. A man who feels he is failing is a negative man.

Training makes or puts a man in the position where he has a positive attitude. Everyone wants to be successful. Most turnover of salesmen results from a failure to be successful. The training program must not only give the salesman the tools to be successful with, but must equip him emotionally to cope with the job. This is what I mean by building people. This matter of training people is not all downhill sledding. It can be most discouraging. You better determine the mental ability of each individual before hiring. Some men's capacity to learn will be so slow you cannot afford to take the time required for them to learn. There are a number of simple tests that can be used on this factor.

Continuous Job

We also must realize that a training program such as I have talked about must be a continuous program of training in the field, returning the salesman to the classroom when necessary, sitting down with him as often as required to learn what he wants out of his job. You must make him a part of the plans that he will be asked to carry out. He will more readily carry out the building program when at least one part of the program, however small it may be, is his own idea.

If we believe people retain just a small part of what they learn at any one teaching, we then have to accept the fact that the training program must be continuous. The constant drip of sales knowledge will turn the roughest uncut stone into a polished gem that will—in the not-too-distant future—be the men of the baking industry here in this very room coping with the same training problems. We can only hope that they will learn from our guidance to avoid some of the pitfalls we encountered.

You better believe in whatever program you are going to adopt. Really believing in a program has a way of overcoming obstacles merely through the strength of your belief. You will also need to want whatever program you will adopt. You are going to meet with a lot of heartaches and many disappointments.

Unless you really believe in it and really want it, you will become discouraged, and it will go the way of many other good ideas. Above all, gear your training program to building people—the end result will be higher sales.

—BREAD IS THE STAFF OF LIFE—

DISTRIBUTOR NAMED

PASSAIC, N.J.—Ira Grob, regional sales manager of Caravan Products Co., Inc., has announced appointment of the Pittsburgh Flour Co., Pittsburgh, as a distributor. Pittsburgh Flour will warehouse and distribute the full line of specialties manufactured by Caravan. Mr. Grob stated that the service for which Pittsburgh Flour is noted will simplify and speed delivery of Caravan's products to bakers of Pittsburgh and the surrounding area.

Three Bakeries Join Cooperative as Part Of Expansion Plans

NEW YORK—As part of a new program of expansion, three new bakery organizations were admitted recently to the American Bakers Cooperative, Inc., by the board of directors at their quarterly meeting held here, it was announced by John E. Lange, general manager of the cooperative.

The new members are Eastern Bakeries, Ltd., Saint John, N.B., Canada, with plants in Campbellton, Moncton, and St. John, N.B., and Sydney, N.S.; Inter City Baking Co., Ltd., Browns Bread Division, Toronto, with plants at Ottawa, Ont., and Verdun, Quebec; and Stewart's Bakery of Rochester, Inc., Bremen, Ind.

With the three additional members, ABC now has distribution in 33 states and five Canadian provinces. Until recently, membership in the cooperative had been closed to solidify the organization after a period of intensive expansion which greatly increased the membership.

BAKERY STORE SALES SHOW 1958 INCREASE

WASHINGTON—Sales by bakery products stores in the U.S. for October rose 9% over September and 5% over October of 1957, according to a retail trade report prepared by the Bureau of the Census, U.S. Department of Commerce. The report also shows that sales for the first 10 months of 1958 were 7% ahead of the comparable 10 months of 1957.

Chicago Bakers Club To Install Officers At January Meeting

CHICAGO—The annual meeting of the Bakers Club of Chicago will be held Jan. 28, at which time new officers and directors, recently nominated, will be installed.

Nominated to the board of directors for two-year terms beginning in January, 1959, were: Seymour S. Fagan, Seymour S. Fagan Co., Chicago; Ogden A. Geilfuss, Southern Bakeries Co., Atlanta, Ga.; E. H. Goldsmith, Bakers Associates, Inc., Chicago; Norman W. Jenkins, Jr., Standard Brands, Inc., Chicago; Earl G. Johnson, Pepperidge Farm, Inc., Downers Grove, Ill.; C. D. Sanderson, The Pillsbury Co., Des Plaines, Ill.

The following were nominated for one year terms beginning in January, 1959: Stanley A. Kretchman, Kretchman Materials Co., Chicago; John A. Revord, Sterwin Chemicals, Inc., Evanston, Ill., and George H. Sheehan, R. F. McMahon & Co., Chicago.

Members continuing on the board of directors for the coming year, and whose terms expire in January, 1960, are: Robert F. Cain, Cain's English Muffin Co., Chicago; Seymour G. Carlson, Signe Carlson Bakeries Co., Chicago; Louis E. Caster, Rockford Colonial Baking Co., Rockford, Ill., and Alfred W. Koss, American Bakeries Co., Chicago.

Members on the 1958 nominating committee were: John T. Cusack, chairman, Central Waxed Paper Co., Chicago; Arthur L. Beaver, HumKo Division of National Dairy Products Corp., Chicago; Paul E. Clissold, Baking Industry, Chicago; Francis E. Deppe, Deppe-Vienna Baking Co., Chicago; Thomas A. Dillon, Chicago; Leonard M. Franzen, Standard Brands, Inc., Chicago, and Charles J. Regan, Sr., Interstate Bakeries Corp., Chicago.

—BREAD IS THE STAFF OF LIFE—

1959 March of Dimes Campaign Under Way

NEW YORK — Basil O'Connor, president of the National Foundation, in a special letter, has asked publications across the U.S. to urge public support of the 1959 March of Dimes and its expanded program of research and medical care.

The organization (formerly the National Foundation for Infantile Paralysis), Mr. O'Connor explains, has expanded its services to include care of not only poliomyelitis but also virus diseases, arthritis, birth defects and central nervous system disorders. All work will still be carried under the March of Dimes banner, for which fund raising will continue throughout the month of January.

Mr. O'Connor states: "The expanded program to be supported by the March of Dimes in 1959 will be of major importance to the health and well-being of all Americans. Once more—but on a larger scale—the search begins for causes, for cures, for preventives. Working for us this time, however, will be the proven techniques developed in the fight against polio.

"May I say, incidentally, that polio is still very much with us. Detroit suffered one of its worst polio epidemics in history in 1958, due in part to public apathy toward vaccination. Our Wayne County Chapter estimates this outbreak alone will cost more than a million dollars in March of Dimes funds," concluded Mr. O'Connor.

—BREAD IS THE STAFF OF LIFE—

Southern Bakeries' Net Income Rises

ATLANTA, GA. — Southern Bakeries Co. reported an increase in net income of 20% a share for the 48 weeks ended Nov. 29, 1958.

Ogden A. Geilfuss, president, said that Southern's earnings for the 1958 period amounted to $2.46 a share on common and participating preferred shares after provision for a 50¢ a share preferred dividend. The similar figure for 1957 was $2.07. He noted that the 1958 increase was achieved in the face of a slight decrease in sales ($23,673,921, compared with $22,927,409), and additional income taxes ($629,163, compared with $711,302). He credited this year's profit improvement to the wide variety of modern cost-control measures introduced in the company's 17 plants, as part of a territory-wide program of plant and equipment modernization.

Southern directors also declared quarterly dividends consisting of a stock dividend equivalent to 20¢ a share, and an additional 5¢ a share in cash to both preferred and common stockholders.

Dinner to Publicize New York Fund Drive

NEW YORK—The names of baking and other industry leaders serving in the 1958-59 campaign for the Federation of Jewish Philanthropies were announced by Richard Prince, Gottfried Baking Co., chairman, and Arthur E. Levy, Joe Lowe Corp., co-chairmen of the drive.

The campaign will be highlighted at a dinner honoring Albert R. Fleischmann, vice president of Standard Brands, Inc., Jan. 13, at the Roosevelt Hotel here.

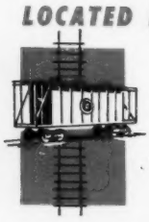
A special feature of the dinner will be seating on the dais of a number of Mr. Fleischmann's long-time friends. Among those who will participate are Frank Bamford, Bakers Weekly; Frederick W. Birkenhauer, Wagner Baking Corp.; Roy Dodson, Enrichment Products Co.; Arthur Drake, formerly of Drake Bakeries, Inc.; Arthur C. Ebinger, Ebinger Baking Co.; William Eisner, formerly of Newark Paraffine & Parchment Paper Co.; Arthur Hackett, Drake Bakeries, Inc.; Frank J. Hale, National Yeast Corp.; Russell J. Hug, General Baking Co.; Arnold Jackson, Ward Baking Co.; Joseph A. Lee, formerly of Standard Brands, Inc., and Edward A. McLaughlin, Ward Baking Co.

The Federation of Jewish Philanthropies is seeking $18 million in its 1958-59 campaign to meet a crisis in maintenance for 116 hospitals and other institutions in the New York area.

NEW POSTER — The Father's Day Council released its 1959 institutional poster as shown. The poster is in four colors and comes in sizes ranging from 38x50 down to the 2-in. sticker for letters and invoices. The new poster is ideal for display in windows showing merchandising of every character. The lower one third of the poster is interchangeably used for special copy for different products and trade groups, as was done most successfully in 1958.

Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED BEST FOR SPEEDY SHIPMENTS, TOO!



Located ideally to receive wheat from *all three* major wheat producing areas, The Beardstown Mills can select from districts producing the finest wheat suitable for milling the *very best flour!*

QUALITY CONTROL IS THE WATCHWORD

. . . throughout every step of the milling operation!

the Beardstown Mills Co.
BEARDSTOWN, ILLINOIS
Producers of Spring, Hard and Soft Wheat Flours since 1875

Reason number 6 why you'll like Flour from Gooch

1 Wheat Selection

2 Testing
Laboratory—Pilot Mill—Bakery

3 Facilities
(Equipment)

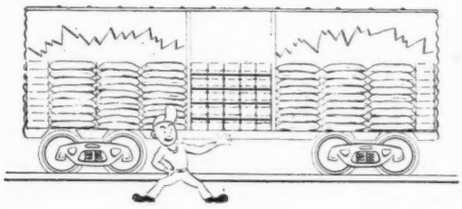
4 Milling Know How

5 Housekeeping
(Pest Controls)

6 Service
Handling & Shipping

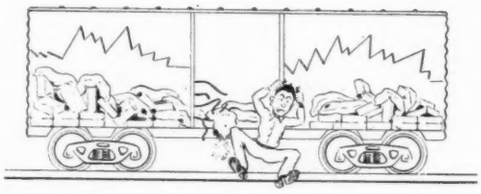
7 Priceless Ingredient

6 Service
(Handling & Shipping)



Gooch cars are loaded to reach you like this

Not Like This



This division is under direct control of our most efficient traffic department. "Service" to them is an action packed policy covering packing, loading, and routing. Every precaution within their control is taken to see that your order reaches you on time and in good condition.

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Identical Performance

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt. Elevator Space 4,000,000 Bu.

Continental's Tacoma Plant Finishes Expansion Program

TACOMA, WASH. — Continental Baking Co.'s plant in Tacoma recently celebrated its 30th anniversary and the opening of its expanded and completely remodeled facilities. Through a series of open house programs the public was invited to inspect the new bakery in full production. Miniature loaves of Wonder Bread were given to youngsters as souvenirs.

The remodeled bakery has 40,000 sq. ft. of floor space and a capacity of 90,000 loaves of bread a day. The remodeling included an addition to the east end of the bakery, the installation of new equipment, and the construction of new offices and facilities for employees.

The addition to the bakery houses a modern loading ramp for Continental's fleet of 45 trucks, which distribute Continental bread and cake products as far south as Chehalis, Centralia and Olympia, Wash. The concrete block addition uses woodlam beams to support the roof—a product and technique developed in Tacoma.

New equipment includes a fully automated 40 ft. Petersen oven, with a capacity of 3,500 loaves an hour, a new proof box, divider, and slicing and wrapping equipment.

Head of Continental's Tacoma plant is William J. Morley, who, in addition to his work in supervising bakery production, takes a prominent part in Tacoma's civic affairs, where he is active in the Chamber of Commerce and is a member of the Trade Promotion Committee.

In preparing for his plant's anniversary and remodeling celebration, Mr. Morley dug back into its history and came up with some interesting information. Operated by Continental for 30 years, the plant bakery is the oldest major bakery in Tacoma to be run continuously by one concern. The plant's history goes back prior to 1928. Continental purchased the bakery from Henry Matthaei and his sons, who opened the original bakery in November, 1912.

In tracing the plant's history, Mr. Morley found that when it was built in 1912, the location was considered on the outskirts of the city. But Tacoma, too, has grown in size, and the bakery is now in the heart of the city.

In the days when the Matthaei family started the bakery, the heart of the plant was a group of five brick ovens fired with oil. When firing was completed, the heat was so intense the oven could not be used for a day, and the thick brick walls retained heat so well that bread could still be baked several days after the fire had been removed. Loaves, of course, were unsliced and wrapped by hand, and enrichment was unknown.

The age of electricity, however, had already arrived, and caused the bakery considerable trouble at one time. An electric streetcar line passed in front of the building, and, somehow, electric power jumped from the streetcar tracks to the bakery's water pipes, melting holes in them. The pipes had to be ripped out and tile installed.

The bakery's output went to market in horsedrawn wagons in those days, and the Matthaei family took great pride in keeping their horses well groomed and the wagons shining. This has its modern counterpart in the pride which Continental takes in its fleet of 45 trucks. The modern garage, which is a product of the recent remodeling, contains complete equipment for keeping the trucks in first-class condition. Continental, too, is proud of the safety record established by its drivers. Three of its sales drivers have accident-free records of 20 years or more, and all 38 drivers have received safe driving plaques.

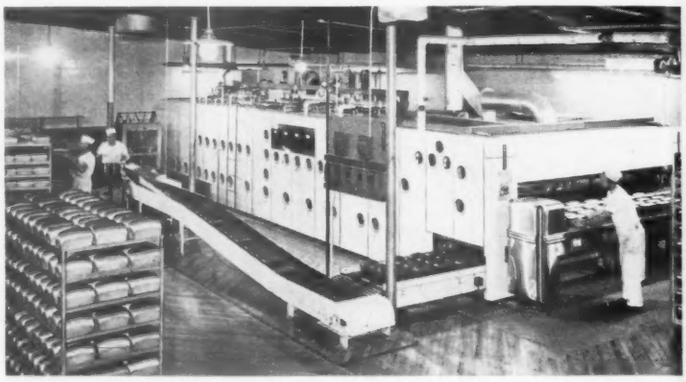
Old-timers in Tacoma still refer to Continental's Wonder Bread Bakery as "the bakery that gave away water." During the early 1920's, Tacoma tapped a new water supply and piped it to the city through wooden conduits. The wood, however, had been heavily treated with creosote, and for many months Tacoma kitchens has the subtle aroma of a waterfront piledriver.

To provide the bakery with pure water for its operation, the Matthaeis drilled a well to a depth of 396 ft., and the water was forced to the surface with an air compressor. Several fire hydrants were installed in front of the building, and they were soon quenching the thirst of local residents who could no longer take the sheep-dip flavor of the city water supply.

For a long time one of the neighborhood sights was the daily lineup of people waiting patiently in front of the bakery with water pitchers and wash boilers to get a free supply of the pure well water. The bakery supplied two white-uniformed employees to handle the taps and keep the crowds in order. Fortunately the city's water supply was soon remedied.

Another interesting period in the bakery's history involved a counterfeiter who was traced to Tacoma, where he took up residence in a house directly across from the bakery. For several days government agents used the bakery office as a "stakeout" to keep an eye on the criminal's comings and goings. When the time was ripe they raided the house and took the counterfeiter in tow.

PROGRESS AT TACOMA—The Continental Baking Plant at Tacoma, Wash., newly expanded and remodeled, has become a historic landmark, combining intimate bits of local history with new equipment, facilities and services. Additions to the building include a modern loading ramp, and new offices and quarters for employees.



NEW EQUIPMENT—New facilities added at Continental's bread bakery in Tacoma includes this 40-ft. Petersen oven, capable of producing 3,500 loaves an hour. In addition to modernization, the plant recently observed its 30th anniversary in the community.

TESTING—William J. Morley, manager of Continental's modernized plant in Tacoma, watches as an employee tests dough for the proper temperature.

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"Best Out West" "Diamond D"
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Four Top Notch Spring Wheat Flours
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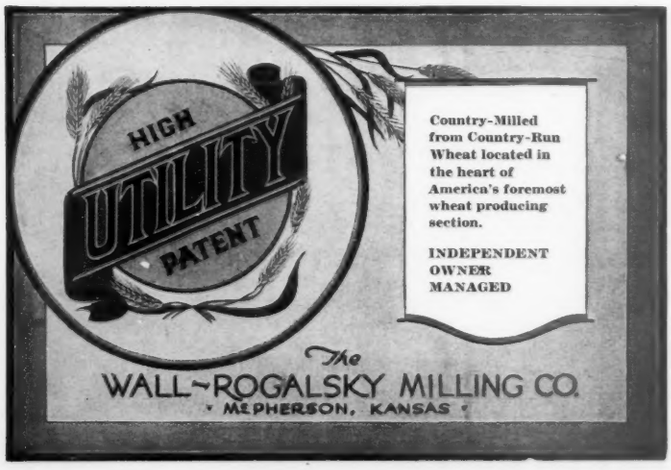

Veteran Canadian Baker Completes 60 Years of Service to Industry

(Would Charles Carter Do It All Again?)

BOWMANVILLE, ONT.—Charles Carter, 74, an authority on the baking industry and its problems, is now celebrating 60 years in the baking business. He is head of a successful retail bakery and restaurant called "The Carter Family."

Mr. Carter is connected with numerous trade activities. He is a director of the National Council of the Baking Industry of Canada, and chairman of the retail bakery section; a life member of the Ontario Bakers Production Club, and a member of the National Association of Master Bakers of England and Wales. He has been one of the judges of women's bakery exhibits at the annual Canadian National Exhibition at Toronto for a number of years.

Look at the Future

In looking to the future, Mr. Carter, like other leaders in the industry, is of the opinion there will be vast changes in baking in the years ahead.

"I am of the opinion," he says, "that it will be necessary for all bakers to look to the future and show initiative in modern merchandising trends to successfully stay in business. The baker today must be a specialist. He must give service and quality. People today are busy and they want prompt service. If they don't get good service and quality, they soon go elsewhere."

Born In England

Charles Carter was born in London, England. He started a four-year bakery apprenticeship at the age of 14. He came to Canada in 1913, and was head baker of a large department store in Saskatoon. Later, he worked for other large baking firms in Canada before starting his own business.

In 1937, Mr. Carter, his wife and their six children, moved to Bowmanville, now a town of 7,000 population, and took over a small bakery operation and soda fountain on the main street. They decided to call it The Carter Family. Over the years, Mr. Carter and his sons and daughters have all worked in the business either full or spare-time.

The eldest son, Charles W. Carter, 52, is general manager. Another son, Tom, 45, is in charge of the restaurant end of the business.

After 60 years in the trade, Mr. Carter firmly believes that the utmost skill and knowledge are necessary to become a good baker, even with automation coming more and more to the front. More good bakers are needed now and will be needed in the years ahead in both large and small bakeries, he predicts.

Rewarding Experience

One of Mr. Carter's most rewarding experiences during his 60 years in the trade has been giving lectures to World War II veterans on rehabilitation attending the Bakers School at Ryerson Institute, Toronto.

Although Mr. Carter is now at the age where he takes things easier, he is at the store almost every day. He and his wife have been married over 53 years.

Does Mr. Carter ever regret being a baker?

"If I had my life to live over, I would enter the trade again," he says.

QUALITY FROM EVERY ANGLE
PREMIUM WHEATS
LABORATORY CONTROLLED
KANSAS DIAMOND BAKERY FLOUR
EXPERT MILLING
BAKING TESTED
Millers of Fine Bakery Flours
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112 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
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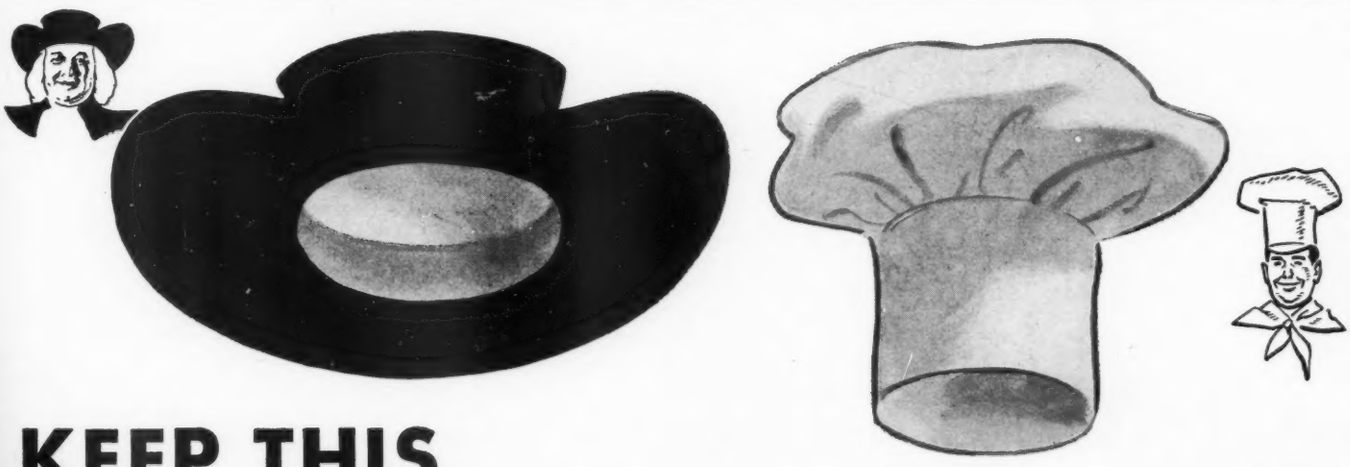
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark
GEORGE URBAN MILLING CO. BUFFALO, N.Y.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WE SUPPORT WHEAT FLOUR INSTITUTE

Ringing the Baker's Doorbell

Ned Roberts has established the **Grants (N.M.) Bakery.**

●

James Strauss, Elkhart, Ind., owner of Strauss Pie Shops, has opened a shop at 108 W. Michigan Ave., **Battle Creek, Mich.** Gene L. Hendrix is manager of the new outlet. The Michigan shop is the third established since the first shop was opened in Elkhart six years ago.

●

Earl Tiefenthal and Ocie E. Pinnick have filed a certificate in the county clerk's office announcing dissolution of their co-partnership in the Quality Baking Co., 808 S. Westnedge St., **Kalamazoo, Mich.** Mr. Tiefenthal has filed a certificate to conduct the business at the same address.

●

A new Godde's Pastry Shoppe has been opened in the Columbia Plaza, **Battle Creek, Mich.**, the eighth in the local area. It is under the management of Mrs. Opal Graham.

●

Durl Schletzbaum, formerly manager of Smitty's Super Valu Bakery at Marshalltown, Iowa, has purchased the former Home Bakery at **Knoxville, Iowa.**

●

Clifton's Supermarket has opened a bakery department in its new store on Highway 18 west of **Mason City, Iowa.**

●

The Empire Sweet Shop is a new doughnut bakery opened recently at 10214 E. Colfax Ave., **Denver.**

●

The new Vista Kist Bakers has been organized by L. A. Bonan to do business at 610 E. Main St., **Cortez, Colo.**

●

Claude Jones, for the past two years affiliated with the Albertson Food Center Bakery, Twin Falls, Idaho, has purchased the **Salmon (Idaho) Bakery** from Fred Youngstrom.

●

Smitty's Super Valu has opened a new bakery in its store on Highway 218 east of **Waterloo, Iowa.**

●

A new **Fargo (N.D.)** firm, Bakers Products, Inc., has been incorporated and capitalized at $50,000 to make and distribute sweet rolls and pastries. Rex Holly, manager of the Holsum Bakery at Fargo, is president and chairman of the board of the new corporation. Fred Cox, who operates Freddie's Lefse Bakery, Fargo, is vice president and manager. Harlan Holly is secretary-treasurer.

●

The Safeway Bakery, **Amarillo, Texas,** has been remodeled and given some new equipment and additional working space.

●

M. M. Illingworth, owner and proprietor of the bakery at **Albia, Iowa,** for 26 years, has sold his shop to Mr. and Mrs. Keith Dicks. Mr. Dicks was formerly employed at Dahl's Bakery in Des Moines.

●

A bakery expected to employ a staff of 18 persons has been opened in the new Albany Public Market of the Westgate Shopping Center, **Albany, N.Y.**

●

A new store front has been completed at Sandra's Bakery, 1413 Nicollet Ave., **Minneapolis.**

●

The bakery at **Mohall, N.D.**, has been relocated in the Steinberg Bldg. just west of the Mohall Creamery.

●

Carl J. Olson, owner and operator of the Blossom Bakery at **Willmar, Minn.**, more than 30 years, has closed his shop and sold the building to another local business firm.

●

Spurgeon Bros. Bakery, Inc., **Knoxville, Tenn.**, has been granted a $40,000 loan by the Small Business Administration.

●

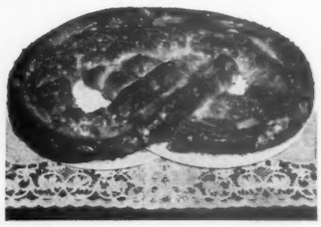
Dixie Cream Donut Shops has announced plans to open a shop at 433 Cherokee Blvd., **Chattanooga, Tenn.**

●

A new store and distribution outlet for Nickles Bakery, Inc., of Navarre, Ohio, are to be constructed at **Fort Wayne, Ind.** The new plant will cost $50,000 and will have 10,800 sq. ft. of floor space.

(Turn to **DOORBELL**, page 41)

VITA PLUS WHITE CULTURE
Conditions Doughs. Stabilizes Fermentation. Extends Dough Tolerance.



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Produces a rich flaky crust with improved color — less tendency to soakage; drier doughs for easier handling.

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For outstanding rye bread flavor, improved volume and texture — simplified production.

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For Boiled Meringues, Toppings, Icings, Glazes, Butter Creams, Regular Meringues and Whipped Cream.

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Frieda Schroeder Builds Fabulous Business With Cakes for Glamorous Movie, TV Stars

LOS ANGELES—The next few months will round out 30 years of specialty cake baking by Frieda Schroeder, whose decorative creations are purchased regularly by some of Hollywood's most famous stars and television's celebrated entertainers.

From a small beginning in the depression days of 1929—when she did her own baking—Mrs. Schroeder has built an exclusive shop which now employs more than 20 specialists. The business is just about wholly cash-and-carry and has, in the past, counted among its patrons such personages as Harold Lloyd, Liberace and Ann Blyth.

Mrs. Schroeder credits much of her success to the desire to give people something different, along with hard work and imagination. She is convinced that bakers in any town—not just Los Angeles—can build successfully by catering to their own celebrities on birthdays, anniversaries and other special occasions, just as she does for the motion picture colony.

For financial reasons, Frieda Schroeder found it necessary to turn her hand to something remunerative in 1929, and she chose cake baking, upon the advice of her friends, who insisted she had a special talent. She opened a tiny shop with just three cakes in the rear of another store in the Wilshire area of Los Angeles, an area then sparsely populated business-wise.

"I had an oven, a sack of flour, faith and a tea room as a neighbor next door," said Mrs. Schroeder. She decided to put samples of her cakes on attractive platters where tea room customers would see and sample them. They did—and began coming into the bakery for cakes.

Mrs. Schroeder has three basic recipes, a white fruit cake for weddings, and angel cakes and yellow cakes. Her recipes, handed down from mother to daughter for generations in Germany and then in the U.S., are top-secret and never divulged outside the family—even though others have come from as far away as New York to ask information.

"I seldom have delivery costs," said Mrs. Schroeder. "Unless a cake is a very special creation which we must assemble, our customers pick them up in person. They like to look in the display counters and see what other items we have." Usually, when a man calls, he also takes home a special Schroeder praline cake with lemon filling.

Originally, Schroeder's spent much time and thought wrapping birthday cakes in interesting, colorful packages. But with the growth of its reputation, packaging has been simplified. Now, only a plain backing doily bearing the signature "Frieda Schroeder" is used in a plain box. Apparently, the business has been established to a point where only a signature testifying to its authenticity is necessary. And everyone generally pays cash.

The first celebrity cake ever sold by the new Schroeder bakery was for Mary Astor. A young doctor ordered a birthday cake for the actress. From the Mary Astor cake came more orders from the motion picture colony. Her reputation once established, each new customer expected the unusual of Mrs. Schroeder. Although sometimes bewildered at how to meet their demands for originality, Mrs. Schroeder never lacked ideas, she maintains.

Now, Christmas, Easter, Bar-Mitzvahs, showers—almost every day of the year—provide new opportunities for special Schroeder cakes.

The most expensive Schroeder cake ever created would sell, at today's prices, for $2,000. It required 10 men to carry it away.

One day an associate of the late Flo Ziegfeld, whom Mrs. Schroeder had befriended, rushed in and ordered a cake capable of serving 2 500 persons the following day. It was a cake for Universal Studios, and had to be beautiful, big, unusual, and created around two 18-in. miniatures of Carol Lombard and William Powell. The statues had to be exact miniatures, and edible.

"I had no idea where to obtain the edible statues," said Mrs. Schroeder, "or even how to put together such a big cake, even with the proper ovens and pans."

She persuaded a sculptress friend to carve the statues from cake batter and frosting. The bakery crew worked all night at bonus wages under Mrs. Schroeder's direction. The cake was baked in sections. A special box 8 ft. by 5 ft., built by the motion picture studio, was inserted in the center of the cake and the top was iced over. The cake was moved to the studio stage, where a dancer crawled into the box. The cake was unveiled with a Ziegfeld flourish, accompanied by orchestral music, and when the spotlights struck the cake the dancer pushed her way through the icing and into view. Mrs. Schroeder cites the foregoing as the biggest "production" of her career, and one which brought her thousands of dollars in new business.

Unusual Schroeder decorations have successfully brought prestige prices. Wedding cakes sell from $10 to $800. Mrs. Schroeder has also introduced toy-decorated cakes for children, especially designed for birthdays, a departure from the conventional hearts and flowers designs in frosting. For a time she imported dolls from Germany.

For teen-aged birthdays, Mrs. Schroeder originated an all-cake figure with a doll's head and lacy skirts of icing.

Her unusual cakes designed for Bar-Mitzvah utilize a temple with the Star of David, miniature roses and a Scroll of Minevah. Such a cake is baked to serve 50 to 500 guests.

Ann Blyth's 18th birthday cake was a personalized production by the Schroeder bakery. The star's favorite is a Scotch fruit cake. Since her original introduction to one of the special cakes, on all occasions, including her wedding, she has ordered cakes from the Schroeder bakery.

One recent Schroeder project called for a cake for a Lawrence Welk anniversary, and was ordered by a Welk fan club. The cake design depicted the orchestra leader's champagne music in golden droplets melted together and flanked by 26 miniature chocolate records with the phrase "One, and a two and a three" on the icing.

For Liberace's first anniversary on television, Mrs. Schroeder created a cake with a miniature grand piano, complete with candelabra. Iced in chocolate, with white icing keys, every detail was scaled to Liberace's concert piano. The final flourish was a single candle and a huge "first anniversary."

The Schroeder Mother Goose, clown, Knights of the Round Table and merry-go-round birthday cakes are favorites with children. Toy figures are also edible.

The Harold Lloyd family birthday cakes have come from Frieda Schroeder's since her first year in business. When the Lloyd daughters were married, Mrs. Schroeder made their many-tiered, white fruit wedding cakes. Frequently her celebrity wedding cakes with lacy tiers cost $800.

All in the Day's Work at Schroeder's

Shimmering birthday cakes for lovely screen stars Mary Astor and Ann Blyth . . . a cake with white icing piano keys for a Liberace anniversary . . . wedding cakes for Harold Lloyd's daughters . . . a Champagne Music Cake for Lawrence Welk.

Evans Milling Co., Inc.
INDIANAPOLIS, IND., U. S. A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

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High Protein Flour
GREEN'S MILLING CO.
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We Specialize in Dark Varieties
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WHITE WHEAT
Low Protein Cake and Cookie Flours
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Our brands have become identified with quality the world over. . . . Extensive experience with top-quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.
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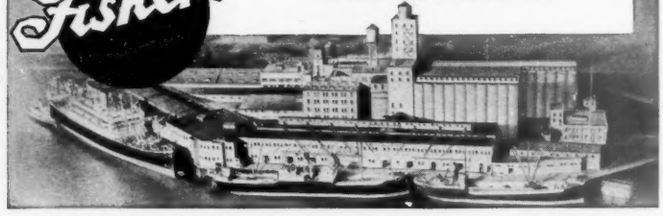

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1000 cwts. Flour—250 cwts. Meal
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DOORBELL

(Continued from page 38)

Michael Binder has opened a drive-in bakery in the **Cleveland, Ohio,** area, with the estimated cost of construction at $70,000.

●

Westco Products has completed construction of a $100,000 brick warehouse unit at 1655 Staunton Ave., **Los Angeles**, adding approximately 20,000 sq. ft. to its facilities for the manufacture and distribution of bakery specialties.

●

Clarence White, Southern California bakery owner, has opened a new bake shop at 381 N. Hawthorne Blvd., **Inglewood**. Until a year ago he operated White's Bakery on Miracle Mile near Crenshaw.

●

Continental Baking Co. has announced the transfer of its distribution center from Van Alstyne, Texas, to **Sherman, Texas**. The new facilities at Sherman will provide service to retail outlets in a three-county area.

●

Sokoll's Oven Gold Bakery has opened in a new location in **Watertown, S.D.** The bakery is owned by Joseph Sokoll.

●

Adams Baking Co., **Portsmouth, Ohio**, has purchased a parcel of land at 1009 Offnere St.

●

Donaldson Bakery Co., **Columbus, Ohio**, has moved its distribution center from Waverly Green Acres Addition to the former Kroger building in **Piketon**. The new quarters afford the firm more space.

●

C. N. Choate, who operates Choates Bakery in Lakewood City, Cal., has launched a second store at 15202 Rosecrans in **LaMirada**. The new store is equipped with the most modern facilities.

●

James F. Hagan has moved to **Oklahoma City, Okla.**, from Schenectady, N.Y., to become an accountant for General Baking Co.

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Economic Changes in the Baking Industry

By CHARLES C. SLATER

a 73-page Supplement to "BAKING IN AMERICA" published by Northwestern University Press.

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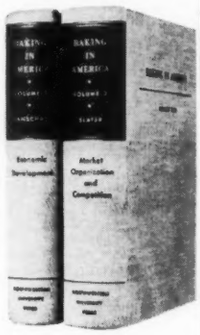

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  - The Rise of Commercial Baking, 1850-1900
  - Changing Technology—The Emergence of Large Scale Production
  - The Emergence of Wholesale Distribution
  - A Survey of Industrial Growth, 1850-1900
- THE DEVELOPMENT OF INDUSTRIAL BAKING, 1900-1930
  - The Changing Pattern of Demand
  - Mass Production and Distribution of Baking Products
  - Consolidations and Mergers—The Growth of Multi-Plant Firms
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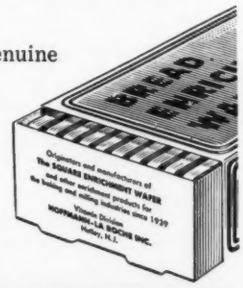

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Convention Calendar

January, 1959

Jan. 10-13—Ohio Bakers Assn., annual convention, Cincinnati, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus 15, Ohio.

Jan. 13—Michigan State's seventh annual bakers conference, Kellogg Center, Michigan State University, East Lansing, Mich.; contact, George Bedell, Michigan State University, East Lansing, Mich.

Jan. 18-20 — Pennsylvania Bakers Assn., winter convention, Roosevelt Hotel, Pittsburgh, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 25-27—Potomac States Bakers Assn. winter meeting, Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

February, 1959

Feb. 1-3—Tri-State Bakers Assn., Monteleone Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, La.

Feb. 6-8—Bakers Association of the Carolinas, stag outing, Carolina Inn, Pinehurst, N.C.; chm., Les Jacobs, Pollock Paper Corp., Atlanta, Ga.

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March, 1959

March 2-5 — American Society of Bakery Engineers, annual meeting, Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, 121 W. Wacker Drive, Chicago, Ill.

March 15-17—Oklahoma-Arkansas bakers convention; pres., Harold Tice, Colonial Bakeries, Oklahoma City, Okla.; sec., Jno. C. Summers, Oklahoma State Tech., Okmulgee, Okla.

April, 1959

April 2-4—Southern Bakers Assn., annual convention, Vinoy Park Hotel, St. Petersburg, Fla.; pres., Benson L. Skelton, SBA, Inc., 703 Henry Grady Bldg., 26 Cain St. N.W., Atlanta 3, Ga.

April 7—Allied Trades of the Baking Industry, Pennsylvania Division No. 4, Abraham Lincoln Hotel, Reading, Pa.; sec., J. K. Irish, Irish & Hagy, 69th St. Theatre Bldg., Upper Darby, Pa.

April 12-15—Associated Retail Bakers of America, annual convention and exhibition, Sheraton-Park Hotel, Washington, D.C.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago, Ill.

April 20-21 — Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, Box 486, Salem, Ore.

April 25-26—South Dakota Bakers Assn., American Legion Club, Sioux Falls, S.D.; sec., Dale Olson, Box 187, Sioux Falls, S.D.

April 28—Allied Trades of the Baking Industry of Southern California, annual bakers forum, Beverly Hills Hotel, Beverly Hills, Cal.

May, 1959

May 3-5—National Council of the Baking Industry of Canada, Queen Elizabeth Hotel, Montreal, Quebec; sec., R. H. Ackert, 191 Eglinton Ave. E., Toronto 12, Ont., Canada.

May 4-5—Biscuit & Crackers Manufacturers Assn. and Biscuit Bakers Institute, Inc., 1959 joint annual meeting, Palmer House, Chicago, Ill.; sec., B&CMA, Walter Dietz, 20 N. Wacker Dr., Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

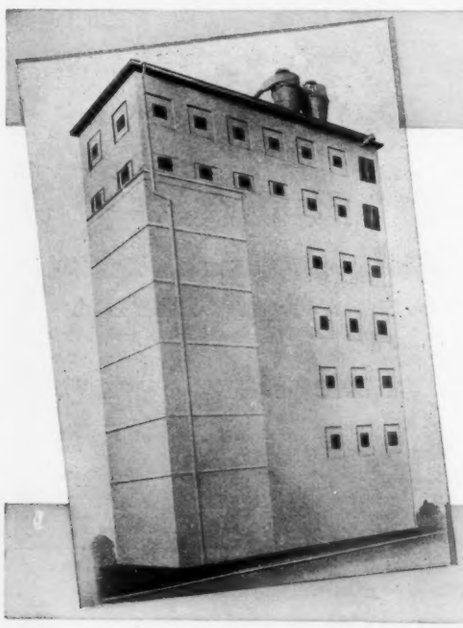
May 5-7—Virginia Bakers Council, Inc., spring meeting, Williamsburg Inn, Williamsburg, Va.; sec., Harold K. Wilder, 5 South 12th St., Richmond 19, Va.

May 9-11—Rocky Mountain Bakers Assn., Continental Denver Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

May 11-12 — Iowa Bakers Assn., Des Moines, Iowa; sec., H. W. Jabusch, Rath Packing Co., Waterloo, Iowa.

May 17-19 — Texas Bakers Assn., Baker Hotel, Dallas, Texas; sec., Mrs. Edward Goodman, Texas Bakers Assn., 1134 National Bldg., Dallas 1, Texas.

May 17-23—National Retail Bakers Week; information from: Associated Retail Bakers of America, 735 W. Sheridan Rd., Chicago, Ill.



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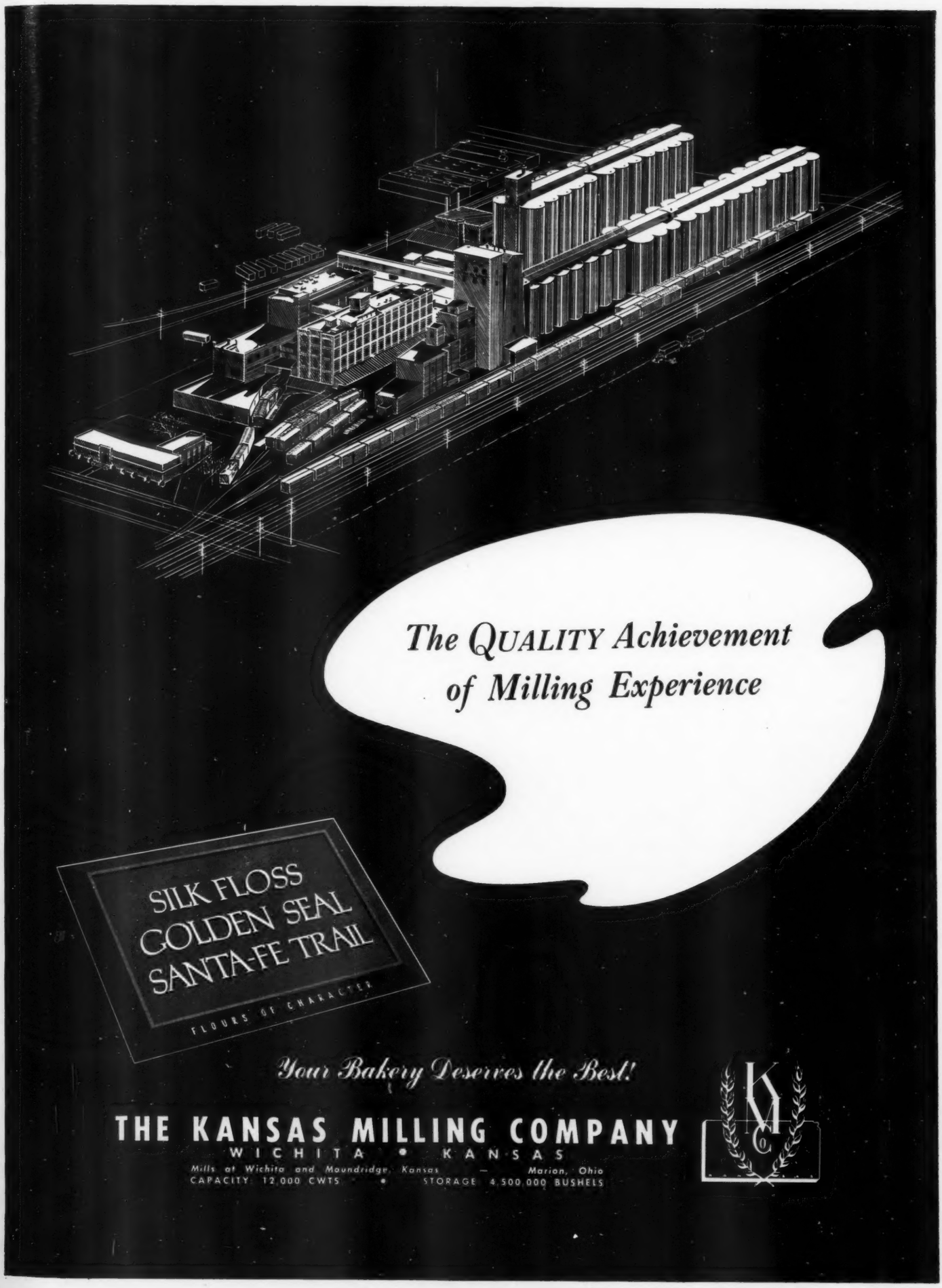
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AMERICAN INSTITUTE OF BAKING — Your Key to Growth and Progress — FOUNDED 1919 — 40th Fortieth Anniversary

Research and Consumer Service Units of AIB Pay Dividends for Baking Industry

The story of man's discovery and development of baked cereal foods is closely interwoven with his own development as a "civilized" human being. Because of this, and because the deceptively simple process of baking has always been a fascinating chemical miracle, a vast body of historic and scientific literature has grown up around man's Staff of Life.

For the observance of its 40th Anniversary in 1959, and in reciting its service and accomplishments, the American Institute of Baking can proudly claim that its Louis Livingston Library has the most complete collection of this baking literature in the world.

EDITOR'S NOTE: This series of articles on the history and services of the American Institute of Baking is being published to assist the AIB membership committee in its campaign to increase membership support of the institute through a more widespread understanding of its vital importance as the baking industry's "Key to Growth and Progress."

Founded in 1925, the library was given to the institute by Julian and Milton Livingston as a perpetual memorial to their father, a pioneer Chicago baker.

During the years that followed, under the direction of Ruth Emerson and with the support of all AIB members, the library has grown and altered tremendously. But its aims and objectives have not changed. It continues to be one of the strongest educational forces at the disposal of America's bakers, allied industries and scholars.

Statistically, and from a content viewpoint, it is as complete as possible, containing nearly 5,000 books relating to baking, chemistry, fermentation and other subjects of direct interest to bakers. In addition, it has a complete file of baking magazines and has more than 100,000 clippings filed for reference.

Students at the institute make constant use of the library facilities—and so do bakers and members of the allied trades. Students attending the American Institute of Baking's School of Baking are assigned 33 hours of library research as part of their regular 20-week course. Students from other schools, colleges and universities take advantage of the material available to them in preparing theses.

The "Package Library" Service

A special and specific service is the development and distribution of the so-called "package libraries." This consists of industry information from various periodicals, grouped as to subjects, volumes of books and an extensive clipping collection all of which is packaged and sent, on a loan basis, to bakers, allied firms and research workers desiring such materials. This service is also available to writers on special assignment who frequently call on the library for information concerning bakery foods.

The library and its services will continue to grow, according to officials of the institute. Howard O. Hunter, AIB president, declares: "We will continue to give personalized service to all who come to us for information. Thousands of individuals with interest in the baking industry can testify to the research hours we have saved them. In addition to constant service to bakers and the allied trades we have answered requests from doctors, from college graduates and from school children. The library's information is available to anyone with a genuine interest in baking and nutrition."

In commenting on its service to bakers and the allied trades, Miss Ruth Emerson says that "The library does not endorse or recommend the information it supplies. For example, we have numerous requests for information regarding the baking of specialty products. We may supply a half dozen or more formulae, but the baker must do his own inplant experimentation. We are not a research department; we gather pertinent information supplied by the institute and by other research divisions of food companies and we furnish it to those who request it."

The library can be all things to all people, according to Miss Emerson who has been supervisor for 12 years.

"Most of the requests we get for information are highly technical in nature; others are completely unusual. It wasn't long ago that the master of ceremonies for a radio program called to ask how many crumbs in a loaf of bread. Our answer was simple: One crumb surrounded by a crust.

"Not long ago an elderly lady found her lost daughter through sending a bread label to the institute's library. The information on the label helped us localize the product and hence her daughter's whereabouts. We are not amateur detectives, but it was heartwarming to reunite a family.

"Recently we were asked a somewhat baffling question by a chef who wanted to establish a world record. 'What,' he asked, 'is the weight of the largest cake baked?' We told him it was 10,000 lb. He baked a six-ton cake to be used in Nanaimo, British Columbia, for a celebration—a new world's record!"

The Louis Livingston Library is a good example of the institute's interrelated activities. It gains information from the laboratories, for instance, and dispenses this information to other interested institute people, such as students at the School of Baking. Through these and many other uses this quiet reservoir of printed knowledge supplies the information needs of the entire baking industry.

Consumer Service Department

A baker who has watched the operations of the consumer service department of the American Institute of Baking says in his opinion the department is somewhat misnamed. He says it should be called a "baker service" department since it certainly is providing one of the most vitally needed services the baker has ever received. The consumer service department is directed by Mrs. Ellen Semrow. Its funds are provided by bakers who subscribe to the Bakers of America Program, thus consumer service is entirely a baker financed campaign.

The library of the American Institute of Baking was started as a memorial to Louis Livingston, the pioneer baker shown above.

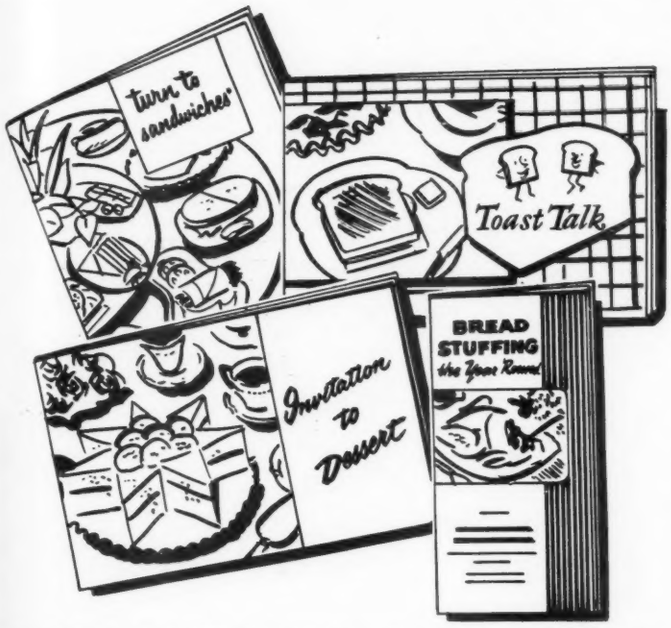
Its effect, however, obviously carries over to the allied industries. Aimed 100% at helping build demand for bakery foods in all categories, the widely diversified activities of the consumer service department promote consumption in a variety of ways. While this means increased use of bakery foods, it also means increased use of all the ingredients which go into bakery foods, the supplies which are needed to wrap them and the machinery which is used to produce them.

Although direct support of the department comes from bakers, a tremendous assistance over the years has been provided by the allied trades. Through purchase and distribution of consumer service literature, through intensive support of consumer service promotions and through many collateral activities, these companies have demonstrated their belief in the soundness of the consumer campaign by their enthusiastic help.

Broadly the consumer service program may be divided into three categories, all of which actually can be classed under the one heading of "education." These three are:

- Production and distribution of educational literature.
- Production and distribution of food articles which call for use of

The AIB library serves all institute departments, including the School of Baking, whose students spend 33 hours in library research. Its collection of facts on the baking industry is among the most complete.



Colorful, fact-packed publications have been developed by the consumer service department, working with the Bakers of America Program, to lend glamor to baked foods and help bakers sell more of them.

bakery foods. This phase includes the work of the test kitchen.

• Direct contact work through the headquarters staff and a staff of field nutritionists.

At the same time the women who make up the consumer service staff are engaged in a wide variety of activities which can hardly be classed in any of the three headings listed above.

The one best way to reach people, other than by direct contact, is through placing literature in their hands. Whether they be adults with a weight problem, educators who are responsible for teaching nutrition, teen-agers with dietary problems, or grade-school children, the problem remains basically the same. It is likely all of them have—or will have—family responsibilities. The best educational approach is through printed material explaining nutrition.

Accordingly, much of the consumer service budget over the years has been devoted to production of printed booklets, leaflets, brochures and posters and their distribution.

Most Popular Publications

Two items in the varied list of publications stand out as by far the most popular. These are "Eat and Grow Slim" and the "Wheel of Good Eating." Each has neared or exceeded the ten million mark in distribution.

"Eat and Grow Slim" was designed for a very simple purpose—to keep bread in the diets of those people who are overweight and are trying to take off a few pounds. It also was designed as a guide to sound reducing. The soundness of its approach is testified to by the fact that every booklet carries a statement from the Council on Foods and Nutrition of the American Medical Assn. certifying that the nutritional statements in the booklet have had its approval.

"Eat and Grow Slim" has undergone two revisions in its life span of a few years. The current edition available to the industry is by far the best. Newer knowledge of nutrition is incorporated; new findings in the how and why of weight reduction are included and the approved daily diets include more bread and more of other baker products.

The "Wheel of Good Eating" is a poster based on the "basic seven" food recommendations promulgated during World War II. In brilliant color, it pictures the foods which make up each group recommended for complete diet. It is, in effect, a simplified "textbook" through which teachers can instruct children in the correct and complete diet. Naturally bread, as one of the recommended basic foods, is prominent in this poster, which has reached into virtually every county in the nation.

The "Basic Seven" now has been simplified into a "Basic Four" and the consumer service staff is preparing a new poster, even more spectacular in format, which probably will prove more popular than the old "Wheel." It will be ready for distribution in 1959, a fitting element in the AIB's 40th Anniversary celebration.

Food guides for school children are dressed up to have reader interest and to do a selling job at the same time. "Map Your Meals" is a colorful leaflet which uses the road map idea to lead young people into good eating habits, with the basic foods as "milestones" on their march to health and happiness. "Score with Breakfast" uses a basketball format to build the habit of starting the day right, with a good breakfast which includes toast or some other baker product.

The important place of bakery foods in all types of diets is forcefully presented in such popular consumer service publications as those shown above.

Other highly popular items produced in recent years are a food mobile, which emphasizes the importance of a "balanced" diet, and "Bread in the Making," which gives the story of grade school children visiting a bakery, tells the bread story and relates its fine nutrition. With the current and growing trend among educational bodies to instruct children more closely in business operations, this booklet is filling a vital need in the baking industry and in educational circles as well.

Sales Help for Bakers

The baker gets sales help from other publications. One of the finest booklets in the field of new and extra uses is "Turn to Sandwiches." Others in the category of direct sales helps are "Toast Talk" and "Invitation to Dessert," which provide new and attractive ways to use toast and baker desserts in meal planning.

The supposedly little matter of distribution is somewhat staggering. The consumer service staff measures its output each year in tons, and actually in tons per month. This distribution of these booklets totals more than two million each year. A goodly quantity is sold to bakers for distribution to their consumers or their teachers; considerable is sold to allied people who distribute to consumers or to educators.

Use of the material by state, regional and local baker associations or baker councils is widespread. These groups purchase booklets by the thousands and distribute them to doctors, nurses, dieticians and consumers.

And more is to come. Mrs. Semrow notes that in preparation, aside from the new "Wheel," are up-to-date booklets and brochures which will help bakers sell more of their products; which will help teachers instill, in the minds of young people, good eating habits which will include bread and other bakery foods.

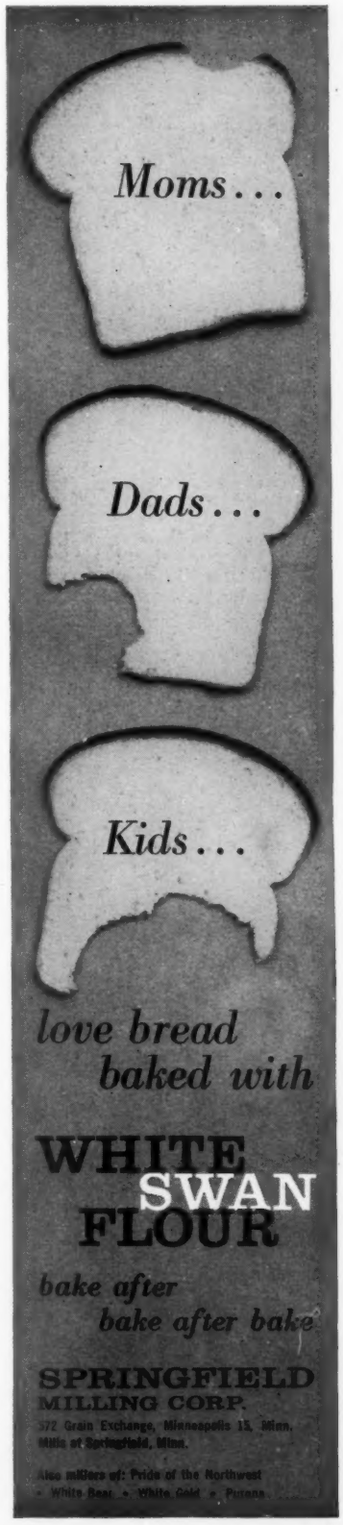
"As widespread as our literature distribution is, it is far short of what is needed," she says. "We have to restrict demand. Educators would accept several times as much as we can let them have, which is a compliment to the work of the creative people in our department. But, over the years, and with continued support from bakers and the help of our good allied friends, we have made a deep penetration and will make still more progress in years to come."

In concluding her overall picture of consumer service publications, Mrs. Semrow paid tribute to the invaluable assistance of her committee of educators, who scrutinize each piece of literature, counsel on its language, its format and its content so that when completed it has the approval of a group of people who are nationally recognized in the field of education.

Flow of Publicity Influences Consumers

Education can take many forms, in any promotional activity. The consumer service department of the American Institute of Baking uses a variety of devices to "educate" people into the facts, virtues and uses of bakery foods.

Literature distribution, by the millions and by the tons, is one method of educating the people of this nation to an appreciation of the high nutrition, the great value, the appetizing appearance and flavor of baker products. And food page publicity is



Nutrition demonstrations at state, teachers' and other colleges help the AIB field staff in its job of "educating the educators."

one of the best methods to educate the consumer in all the benefits of bakery foods, by stimulating housewives' interest in the use of these foods.

The Test Kitchen

The test kitchen, under the direction of Mrs. Ruth Clarke, develops recipes and menus. These are worked out on a home basis, which gives the products practical application. It isn't theory when a finished item satisfies the critical taste and eyes of Mrs. Clarke and her capable assistants.

These recipes and menus must then pass the nutritional requirements of Miss Norine Condon and must meet the approval of the experienced writing ability and consumer acceptance knowledge of Mrs. Mary Kinnavey Moore, AIB publicist. Finally they have to get the nod of Mrs. Semrow, who has a thorough and excellent background in food promotion work.

When all these critics have given the baked products their approval, photographers are called in to produce color and black-and-white photos. With either a feature story or a simple recipe attached, the material is then placed into distribution.

It goes to daily newspapers with a glossy photograph, or to a syndicate which redistributes to newspapers. Readership of such articles, either by direct placement or through syndicates, reaches as many as 15 million per week. In condensed mat form, it will reach thousands of weekly newspapers. The special color photos are placed with larger newspapers which have color presses.

Next comes magazine stories. These require special handling since obviously one national magazine, or for that matter one national syndicate, will not use anything which a competitive book or service has used or plans to use. So a variety of articles must be prepared to supply fresh information to this wide array of national, regional and local publications.

Outdoor Eating Angles

Take, for example, the outdoor eating promotion, which is sponsored by the Bakers of America Program, and in which the consumer service department plays a major role. Working a full year ahead, staff members contact the food editors of national magazines, syndicates, wire services and others. New angles on outdoor eating are discussed and plans made for special photos and exclusive stories. These are placed on the calendar so they can be produced and delivered not later than January for use in June, July and August publications.

This is merely one of the many projects conducted each year. The consumer service department receives almost every week special requests from individual editors for articles intended solely for their own publications.

The results are evident to bakers in all states, yet in 99% of the cases they probably are unaware that the articles printed in their local newspapers, or in national magazines, were prepared by the consumer service staff.

Here is how the baker, through the consumer service operation, is reaching directly into the home, getting immediate attention from the homemaker. She is inspired to use the recipes, and thereby induced to purchase additional quantities of bakery foods.

The recipe may be a sandwich, with a new twist; it may be a new way to use a baker cake, a baker pie, sweet rolls or doughnuts. Whatever it is, you can be sure it is sound, attractive, and simple to produce in any home.

"We occasionally get requests from an editor who wants some exotic item," Mrs. Semrow says. "But for the most part, the editors want things which are practical, usable, attractive and by all means, nutritious. That's what we want, too. There's a lot of work involved, but also it is a lot of fun to create something different, see it appear in a publication and know that it may be helping some homemaker to vary her menu and help her family to good health."

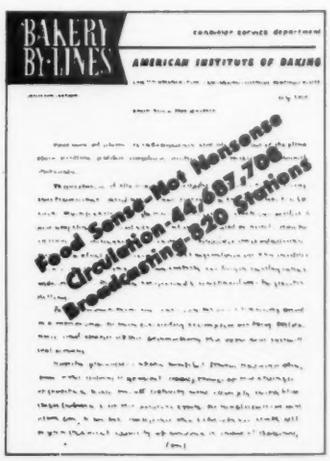
Nutrition is a factor in all these items, but this department works on the theory that a good way to sell nutrition is to present food in such form that it is attractively edible, and then to use the nutritional factor as a beneficial collateral to the taste and appetite appeal of the dish itself.

The Untold Nutrition Story

The publicity releases naturally emphasize that there are factors vital to health in these dishes. The consumer service staff has been told by experts that the one greatest story which has not been told as thoroughly as it should have been, is the nutrition story of bakery foods. Consumer service staff members believe it is an integral part of their work to see that this error is corrected.

The food publicity operation includes, aside from a vast array each year of food publicity as such, a series of feature stories under a standing head of "Food Sense, Not Nonsense." This series, item by item, corrects false impressions about food; educates into good food habits; relates where, how and why specific nutritional elements are found.

It has been cited as one of the very best items of nutrition education



Food page editors and educators throughout the country make frequent use of the popular "Food Sense—Not Nonsense" developed by the AIB's consumer service department.

produced in recent years. These stories are used widely by newspapers, on a continuing basis, and are scheduled to appear in months to come.

A collection of the "Food Sense" articles has been reprinted and is in heavy demand by educators, to pass along to future homemakers in home economics or other classes.

New Work in Color

Expansion of use of color in newspapers has opened new avenues to reaching masses of people through articles which attract attention, and which at the same time, have increased the work in the food publicity department.

Over the years, the consumer service staff has made excellent use of such pages. The articles and photos which the department submits prove highly acceptable to the editors.

There are, of course, hundreds of other avenues which the staff explores for placement of its material. Radio and television are used; publications in specialized categories such as the "house organs" of business firms are a fertile field for articles on food, diet, nutrition and for specific menus. Work with other food writers of other firms and organizations is a constant and important part of the program. These people can suggest the use of bakery foods as accompanying items in their own menus.

Staff members are closely associated with official bodies in the publication field—the National Association of Women in Radio and Television, the National Food Editors Conference and others.

They, of course, belong to their own professional associations and their valuable contacts in meetings of these professional people are additional assets to their work and to the baking industry.

Speaking of the work of the Consumer Service staff, Mr. Kelley, whose responsibilities also include the direction of the Bakers of America Program, which finances consumer service, has this to say:

"Probably my close acquaintanceship with the work of consumer staff members prejudices me in their favor, but I prefer to think of them in terms of my position as a baker. The value of the publicity articles they produce and get into print can never be measured. The editorial space they obtain is never for sale and it is impossible to measure such space in dollars.

"Everything done by the consumer service staff has a definite benefit to me as a baker and to every other baker. The difficult part of the program is that so comparatively little of its work can actually be seen and appreciated by bakers all over the country.

"Perhaps the one word 'dedicated' best describes the staff members. Certainly, I am sure you would have great difficulty finding a group of women more devoted to the work that has been assigned them."

AIB Representatives Contact Opinion Leaders

Mention has been made in this series of articles that the best possible way to educate people is by direct contact. On this premise the AIB's consumer service department established a field service for nutrition education in 1953.

This move was made possible by a change in the format of the Bakers of America Program. The program had been using a sizable portion of baker funds for national advertising. A decision was made to shift to the current educational campaign and to allocate sufficient funds to retain seven women trained in the fields of nutrition and home economics. They would work directly with key people in the industry.

Bakers who have witnessed the women at work have been enthusiastic in their praise. Educators in every state who have been visited by field staff members have written letters in the most laudatory terms. These letters testify to the soundness of the staff members' approach to good nutrition education and to the effectiveness of their teaching methods before groups.

It is never possible in a broad, general educational campaign to say that any one phase is most effective. The creation and distribution of literature is vital to any such program. Food page publicity is a positive "must".

The work of the field nutrition staff certainly must be placed on a plane marked "essential". There never will be a scale by which the value of person-to-person contact of the field staff can be measured.

Field Personnel Increased

In 1958, additional funds available to the program made it possible to increase the personnel of the field staff. Currently there are nine women whose job it is to increase the prestige of bakery foods and the baking industry in general.

They are, listed geographically from East to West:

- Virginia White, New England states.
- Mildred Arnold, Middle Atlantic states, west to include Ohio.
- Ann Russell, Mid-South states.
- Marcie Sanders, Southeast states.
- Mabel Evans, special contacts, with her home office at Atlanta.
- Marguerite Robinson, Midwestern states.
- Dorothy Besemer, recently retired from her West Central states position.
- Mary Kuhlman, Southwestern states.
- Una Wood, West Coast states.

Primarily, the work of these women could be termed educating educators. It will be no shock to bakers to be told that a number of nutritionists, home economists, physicians, dentists and teachers have been unaware of, or unappreciative of, the high nutritional value of bakery foods, particularly enriched white bread. The tendency was rather generally to classify bread as a "carbohydrate" with a negative connotation.

The work of the field staff has been and continues to be to call on such specialists, to give them the true facts, substantiated by statements and research findings of leading nutritional authorities.

Such contact work has carried the field staff into every state of the nation in the past five years—into every state university and state college; into private colleges, teachers' colleges; into the offices of state extension services and their vitally important home economics departments; into state public health departments; into the offices of school lunch directors.

Consumer service staff members have called on and worked with state and local groups of dieticians who work in or with a great number of institutions. They contact food page editors of newspapers and regional magazines. They appear on radio and television programs for interviews.

If the above gives the impression that these nine women cover a lot of territory, the idea is getting across. Their travel is measured each year

(Turn to AIB ANNIVERSARY, page 50)

Bakery Merchandising

Better Breakfast Promotion Begins Seventh Year with Record of Success

BREAKFAST POSTER—Pictured above is one of the colorful posters designed by the Bakers of America Program for use by bakers and food stores during the seventh Good Breakfast promotion in February and March. There are two designs available; measuring 24 x 18 in., the 4-color posters can be used on trucks, as window streamers and on wire hangers.

CHICAGO—Six years of success—and the seventh profitable year just ahead—that's the thumb-nail history of the annual Good Breakfast promotion program sponsored by the Bakers of America Program through February and March.

The Good Breakfast program, said to be one of the most successful promotions in the food field, is supported nationally by allied and related industries and association groups. It is intended to increase the habit of good breakfasts, since studies indicate nearly 40% of the public skip or skimp on breakfast.

The breakfast drive will emphasize the nutritional value of toast and rolls. In addition, the campaign promotes fruit, fruit juice, hot and cold cereals, eggs, milk, breakfast meats, butter, margarine, soup, various beverages and jams and jellies. In addition to food processors and distributors, manufacturers of kitchen equipment necessary for making breakfast support the program.

The Bakers of America Program has prepared new point of sale material to help stimulate the good breakfast habit. This material is suitable for use by bakers, grocers, restaurant operators and equipment manufacturers. It can be used as wire hangers, for window or back-bar display or on trucks.

Publicity in newspapers and national magazines is an important part of the Good Breakfast promotion program. Millions of people who watch TV and listen to radio will be given special attention.

Educational institutions, service organizations and clubs again will cooperate by demonstrating, through specially arranged breakfasts, the importance of starting the day right with a well-balanced meal.

The net result of the nation-wide drive, not only of the baker campaign, but that of cooperating groups, can be to build a strong and lasting demand for a wide variety of foods, especially baker products, according to E. E. Kelley, Jr., president of the American Bakers Assn.

"This is first of all a baker campaign," he said. "It therefore justifies the active support of every baker, not only in using the point of purchase material, but in working with schools, clubs and others to stage special breakfast promotions in every locality.

"Create continuing good breakfast habits and you are bound to create additional consumption of baker products."

—BREAD IS THE STAFF OF LIFE—

Sanitation Methods Classes in New York Scheduled Feb. 16-21

NEW YORK—A sanitation methods school designed to instruct technicians in the baking and allied industries in the latest sanitation procedures will be held in New York Feb. 16-21 under sponsorship of the U.S. Food & Drug Administration and the American Association of Cereal Chemists.

The school will include instructions on methods for determining contaminants in cereal grains and their products through X-ray techniques, and the identification of insect fragments and rodent hairs. Application forms and other information regarding the course may be obtained by contacting Andrew J. Allgauer, Ward Baking Co., 367 Southern Blvd., Bronx 54, N.Y. Mr. Allgauer is chairman in charge of local arrangements.

The school will be in the form of a lecture-laboratory workshop, Mr. Allgauer said, in which lectures will accompany or precede laboratory work. The instructors will be Kenton L. Harris and O'Dean L. Kurtz of FDA. A maximum of 48 students is expected for the school.

Bay State Names Two Divisional Sales Managers

WINONA, MINN.—The appointment of two divisional sales managers to new positions in the Bay State Milling Co. has been announced by Paul B. Miner, vice president in charge of sales. A. P. Doerer has been named central divisional sales manager and Richard L. Brown, eastern divisional sales and technical service manager.

Mr. Doerer, who has been manager of the eastern division since 1953, has served the organization in a sales capacity for 28 years. Active in production clubs throughout the New England states, he is a member of the American Society of Bakery Engineers, the National Sales Executives Club, and Allied Trades of the Baking Industry. He will direct central divisional sales from a new Chicago headquarters.

Mr. Brown has spent many years in the baking and milling industries and prior to joining Bay State, specialized in technical sales and service capacities for twelve years. He is a member of ASBE, the American Society of Sales Training Directors, and a graduate of Dunwoody Institute. As eastern divisional manager with headquarters in Boston, he will direct sales in the New England area and will provide consultation to bakers on technical problems.

The appointment of Mr. Doerer and Mr. Brown, which will become effective Feb. 1, signals the company's intensive expansion program which is designed to improve territorial coverage and bakery customer service and relations, Mr. Miner said.

—BREAD IS THE STAFF OF LIFE—

CHRISTMAS PARTY

SCRANTON, PA.—The Scranton Bakers Club held its Annual Christmas party Dec. 13 at the Elks Club. Joseph Profera, new president, was honorary chairman.

CHERRY WEEK—Alice Mitchell reenacts the George Washington cherry tree legend as a reminder of National Cherry Week scheduled for Feb. 15 to 22. The National Red Cherry Institute, sponsor of the promotion, is offering colorful point-of-sale materials, including window banners and streamers, for tie-ins with the nation-wide campaign. In addition to advertising and promotion pieces, this year's event features an all-out food publicity program aimed at emphasizing interest in cherry desserts in February.

Formulas for Profit

Blend Oatmeal with Baked Foods for Added Sales Appeal

OATMEAL BREAD
(No. 1)

18 lb. bread flour
7 oz. salt
1 oz. yeast food
10 oz. brown sugar
12 oz. milk solids (non-fat)
10 oz. shortening
6½ oz. yeast
10 lb. water (variable)
4 lb. 8 oz. oatmeal
4 lb. water (cold)
2 lb. honey

Procedure:

Soak together for at least 2 hr. the oatmeal, honey and cold water. Mix the other ingredients in the usual way and, when partially mixed, add the soaked oatmeal mixture and finish mixing.

Dough temperature 79-80° F.

First punch approximately 2 hr. 15 min.

Second punch 45 min.

To the bench 15 min.

Scale and round up. Allow about 10 to 15 min. intermediate proof. Make up and place in pans. Allow to proof and then bake at about 425° F.

Use a little steam in the oven until the bread has colored slightly.

OATMEAL BREAD
(No. 2)

30 lb. patent flour
10 lb. oatmeal
10 lb. graham or whole wheat flour
36 lb. water (variable)
1 lb. yeast
1 lb. malt
1 lb. salt
2 lb. 8 oz. sugar
2 lb. milk solids (non-fat)
2 lb. shortening

Temperature 79° F.

The first rise should equal 75% of the total fermentation time. Oatmeal bread requires a medium proof. There is no gluten in the oatmeal, therefore the volume will be less than in regular white bread. A 20 oz. loaf should be baked in a 1 lb. pan. Do not use steel cut oatmeal, but use rolled oats.

Soak the oatmeal in an equal amount of water about one hour before mixing. Do not fail to allow for this water when figuring the amount to go into the dough.

In order to improve the flavor, 2 or 3 lb. fine ground walnuts may be added.

OATMEAL BREAD
(No. 3)

Soak together for several hours:
3 lb. oatmeal
2 lb. 12 oz. water
1 lb. honey

Mix together in the usual manner:
12 lb. 8 oz. bread flour
6 lb. 12 oz. water (variable)
4 oz. yeast
5 oz. salt
10 oz. milk solids (non-fat)
8 oz. shortening
½ oz. yeast food

When partially mixed, add the soaked oatmeal mixture and finish mixing.

Dough temperature 70-80° F.

First punch 2 hr. 15 min. (approximately).

Second punch 45 min.

To the bench 15 min.

Scale into pieces of desired weight. Round up and allow to rest for about 15 min. Then make up

Allow to proof. Bake at about 420° F. After the loaves have colored slightly, give them a small amount of steam.

OATMEAL CAKES

Cream together:
2 lb. 12 oz. granulated sugar
1 lb. 8 oz. shortening (emulsifying type)

Dissolve and add:
1 lb. brown sugar
2 lb. milk

Sift together and add:
4 lb. cake flour
4 oz. baking powder
1¼ oz. salt
¼ oz. cinnamon

Then add gradually:
2 lb. 4 oz. whole eggs

Then add in 3 or 4 stages and mix until smooth:
2 lb. cooked oatmeal
1 lb. 4 oz. milk

Scale into layers and loaves of desired size. Bake at about 360-370° F. Ice the cakes with caramel icing.

COOKED OATMEAL

Cook together for about one minute:
2 lb. rolled oats
2 oz. salt
10 lb. boiling water

Caramel Icing (Base)
1 lb. 8 oz. water
5 lb. brown sugar
1 lb. butter

Remove from the fire and stir in the following mixture gradually:
3 lb. 6 oz. granulated sugar
1 lb. 12 oz. milk solids (non-fat)
2 lb. 8 oz. water

Continue mixing until smooth. Cool before using.

CARAMEL ICING

Mix together:
5 lb. powdered sugar
⅛ oz. salt
Vanilla to suit

Add and mix in:
1 lb. 4 oz. boiling milk
12 oz. invert syrup

Then stir in:
12 oz. melted shortening
6 oz. melted butter

Then stir in until smooth:
6 lb. caramel base
1 lb. shortening

Apply the icing while it is warm (about 110° F.), for a glossy finish.

This icing may be reheated by placing it in a warm water bath.

OATMEAL CHOCOLATE CHIP COOKIES

Cream together:
2 lb. 8 oz. brown sugar
1 lb. butter
14 oz. shortening
¾ oz. salt

Add gradually:
12 oz. whole eggs
Vanilla to suit

Then add and mix in:
1 lb. bread flour
1 lb. 14 oz. rolled oats

Then add and mix in:
3 lb. chocolate chips

Roll out into round strips about 1½ in. in diameter. Place in a refrigerator to chill. Then cut into pieces about ⅜ in. in thickness. Place on greased pans and bake at about 350° F.

Note: This will produce a hard, crunchy cookie.

OATMEAL RAISIN BISCUITS

Cream together:
12 oz. sugar
8 oz. shortening
¾ oz. salt

Add:
2 lb. 8 oz. milk

Sift together and add:
2 lb. bread flour
3 oz. baking powder

Then add and mix until smooth:
1 lb. oatmeal

Then stir in:
1 lb. 8 oz. seedless raisins

Deposit into well greased cup cake or muffin tins.

Bake at about 375° F.

OATMEAL COOKIES
(Machine)

Cream together:
4 lb. brown sugar
1 lb. butter
1 lb. shortening
1 oz. soda
½ oz. cinnamon
Vanilla to suit
1 oz. salt
12 oz. ground raisins

Stir in:
5 oz. honey
5 oz. invert syrup

Then add:
10 oz. whole eggs

Stir in:
6 oz. milk

Mix together and fold in:
1 lb. 8 oz. fine ground oatmeal
1 lb. 8 oz. graham or whole wheat flour
2 lb. 4 oz. pastry flour
½ oz. baking powder
½ oz. cream of tartar

Drop out on lightly greased and dusted pans. Wash with water or use some steam in the oven.

Bake at about 340° F.

As these cookies color rapidly, the baking should be closely watched.

OATMEAL MUFFINS

Cream together:
12 oz. sugar
7 oz. shortening
¾ oz. soda
¾ oz. salt

Add:
8 oz. whole eggs

Add:
1 pt. molasses

Stir in:
1 qt. milk

Stir in:
8 oz. raisins

Sieve together and add:
2 lb. 4 oz. bread flour
1½ oz. baking powder

Then add:
12 oz. oatmeal

Drop in greased cup cake or muffin pans. Bake at about 375° F.

OATMEAL COOKIES
(Bag)

Cream together for about 5 min.:
1 lb. 12 oz. granulated sugar
12 oz. brown sugar (sifted)
1 lb. shortening
1 oz. salt
½ oz. cinnamon
Vanilla to suit

Add and stir in:
12 oz. invert syrup or honey

Dissolve and add:
½ oz. soda
1 lb. water (cold)

Add and stir in:
1 lb. ground raisins (washed before grinding)

Then add and stir in:
1 lb. 12 oz. steel cut oatmeal

Then mix in:
2 lb. 12 oz. pastry flour

Dress out on lightly greased pans, about the size of a silver dollar, using a canvas bag and a No. 8 plain round pastry tube.

Flatten the cookies with an article having a flat surface, such as a small round can covered with a damp cloth. Wash with an egg wash and bake at about 375° F.

OATMEAL GINGER COOKIES

Cream together:
4 lb. 8 oz. brown sugar
2 lb. 4 oz. shortening
1 oz. salt
2 oz. ginger
2 lb. 4 oz. ground raisins
2 oz. soda

Add gradually:
8 oz. whole eggs

Stir in:
1 lb. 8 oz. milk

Then add and mix in:
2 lb. 4 oz. oatmeal
5 lb. 4 oz. cake flour

Cut out with a cutter of desired

Oatmeal Baked Foods Boost Sales

Oatmeal is an ingredient which the baker can use with excellent results. Baked foods containing oatmeal have sales appeal. Oatmeal blends readily with other ingredients to produce products that have appetite appeal.

Now that the holiday season is over, the housewife is again watching her food dollar. As competition in the food line is extremely keen, the baker must endeavor in every way to obtain his share. A variety of oatmeal products will help him to achieve this.

It is of the utmost importance that the sales force is alerted to obtain extra sales by promoting these products. The baker should feature two or three items at a time. Suggestive selling is important. Sampling also is helpful. A mass display in the window or show case will attract attention.

A. J. Vander Voort

A. J. Vander Voort

. . . technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

size. Wash with an egg wash and bake at 400° F.

OATMEAL FRUIT COOKIES

Cream together thoroughly:
2 lb. 2 oz. granulated sugar
8 oz. butter
8 oz. shortening
1 oz. soda
1¼ oz. salt

Add gradually:
8 oz. whole eggs

Stir in:
8 oz. milk

Then add:
1 lb. oatmeal
8 oz. fine ground citron peel
8 oz. fine ground orange peel
8 oz. fine chopped cherries
12 oz. fine ground raisins
4 oz. fine ground lemon peel

Stir in:
2 lb. 4 oz. cake flour

Then add:
4 lb. 4 oz. whole Muscat raisins

Procedure: Pinch off in 1 oz. portions and round up by using the palms of the hands. Then place on lightly greased pans and flatten out.

Wash with an egg wash and bake at about 340-350° F.

OATMEAL DATE MUFFINS

Cream together:
1 lb. 8 oz. sugar
1 lb. shortening
1½ oz. soda
1½ oz. salt

Add:
1 lb. whole eggs

Mix in:
2 lb. honey

Add gradually:
4 lb. milk

Sift together and add:
4 lb. 8 oz. bread flour
3 oz. baking powder

Add and mix in thoroughly:
1 lb. 8 oz. oatmeal
2 lb. chopped pitted dates

Deposit into pans of desired size and bake at about 375° F.

OATMEAL DATE NEWTONS

Cream together:
3 lb. granulated sugar
1 lb. shortening
8 oz. butter
1½ oz. salt
½ oz. cinnamon
½ oz. soda

Add gradually:
12 oz. whole eggs

Stir in:
1 lb. malt
10 oz. water (variable)
Vanilla to suit

Then add and mix in:
4 lb. pastry flour
2 lb. oatmeal

Procedure: Roll out the dough about ⅛ in. thickness, cut into strips 3½ in. wide and spread date filling in the center of each strip. Wash the edges and fold over. Seal and then cut into pieces of desired length.

Place on well greased pans. Wash with an egg wash and bake at about 380° F.

Date Jam

Cook to about 225° F.:
1 lb. granulated sugar
12 oz. brown sugar
1 lb. ground pitted dates
1 lb. water

Allow to cool.

Date Filling

Mix together thoroughly:
3 lb. 12 oz. date jam
2 lb. cake crumbs (variable)
¼ oz. salt
Vanilla to suit

The Newtons may be filled with other jam if desired.

OATMEAL RAISIN COOKIES (Stamp Type)

Cream together:
2 lb. granulated sugar
1 lb. brown sugar
1 lb. 8 oz. shortening
¼ oz. cinnamon
1 oz. salt
1 oz. soda
⅛ oz. ammonia
Vanilla to suit
1 lb. 4 oz. ground raisins

Add:
2 oz. malt syrup

Stir in gradually:
8 oz. whole eggs

Add:
8 oz. water

Then add and mix in until smooth:
1 lb. 8 oz. fine ground oatmeal
3 lb. pastry flour

Scale into 1 lb. pieces. Roll out into strips about as big around as a silver dollar. Cut each strip into 18 pieces. Place the pieces on lightly greased pans and flatten out with a rock stamp.

Bake at about 360° F.

OATMEAL COOKIES (Stamp Type)

Mix together on medium speed for about 2 min.:
1 lb. 12 oz. granulated sugar
1 lb. powdered sugar
2 lb. shortening
¾ oz. soda
1¼ oz. salt
¼ oz. cinnamon
1 lb. 8 oz. ground raisins
1 lb. 4 oz. fine ground oatmeal
8 oz. chopped walnuts
3 lb. 8 oz. pastry flour
10 oz. whole eggs
14 oz. milk

Scale into 1 lb. pieces. Roll out into strips about as big around as a silver dollar. Cut each strip into 18 pieces. Place the pieces on lightly greased pans and flatten out with a rock stamp.

Bake at about 360° F.

ROYAL OATMEAL SLICES

Rub together between the hands the same as for making pie dough:
2 lb. granulated sugar
2 lb. pastry flour
1 lb. 4 oz. shortening
½ oz. salt
1 lb. 4 oz. oatmeal (ground)
8 oz. fine chopped walnuts
Vanilla to suit
⅛ oz. cinnamon

Note: Do not rub this mixture too much, as it will become gummy and hard to handle.

Take one-half of this mixture and spread it evenly on an 18 x 26 in. bun pan that has been well greased and dusted. Dust a little flour on the surface and, with a small rolling pin roll out evenly so that the bottom is thoroughly covered. Then prepare the following filling.

Bring to a boil:
1 lb. 4 oz. ground pitted dates
1 lb. ground seeded raisins
1 lb. granulated sugar
1 lb. 8 oz. water
⅛ oz. salt
⅛ oz. cinnamon
A little lemon extract

As soon as it comes to a boil, remove from the fire and spread evenly over the mixture on the pan. Allow to cool and then sprinkle the remaining half of the flour, sugar and oatmeal mixture evenly on top of the filling.

Dust a little flour over the surface and roll out carefully so that a smooth top is obtained. Then sprinkle the whole surface over with granulated sugar. Bake at about 350-360° F. until it has a nice golden brown color. This will take approximately 45 min.

When baked, allow to cool thoroughly and cut into bars of desired size.

If desired, mincemeat may be used as the filling. This makes a nice change.

OATMEAL COOKIES (Hand Cut)

Cream together:
2 lb. 12 oz. sugar
1 lb. shortening
1 oz. salt
1 oz. soda
⅛ oz. ginger
⅛ oz. nutmeg
½ oz. molasses

Add:
3 oz. condensed milk

Stir in:
3 oz. eggs

Mix together and mix in:
5 oz. cake crumbs
8 oz. water

Mix together, add and mix in:
3 lb. flour
1 lb. 6 oz. oatmeal
2 lb. raisins (seedless)

Roll out and cut with a 2½ or 3 in. cookie cutter. Place on lightly greased pans. Wash with an egg wash and bake at about 375° F.

OATMEAL RAISIN FILLED COOKIES

Cream together:
1 lb. 4 oz. granulated sugar
12 oz. brown sugar
12 oz. shortening
4 oz. butter
¾ oz. soda
¾ oz. salt
8 oz. ground seeded raisins

Add:
4 oz. whole eggs

Stir in:
10 oz. milk

Add and mix in:
1 lb. cake flour
12 oz. bread flour
8 oz. whole wheat flour
8 oz. oatmeal

Cut out with a 3 to 3½ in. plain round cutter.

Place a spot of raisin jam in the center and fold over. Wash with an egg wash and bake at about 375° F.

Raisin Jam

Cool until thick:
3 lb. 8 oz. ground seeded raisins
1 lb. 8 oz. brown sugar
1 lb. 12 oz. water
⅛ oz. salt
⅛ oz. cinnamon
A little lemon flavor
1½ oz. starch
Store in a refrigerator.

OATMEAL DROPS

Cream together:
2 lb. 4 oz. granulated sugar
12 oz. butter
12 oz. shortening
1 lb. 4 oz. ground seeded raisins
¾ oz. soda
1 oz. salt
Vanilla to suit
⅛ oz. cinnamon

Stir in:
12 oz. whole eggs

Add:
1 lb. milk

Then add:
1 lb. 4 oz. oatmeal

Sieve together and mix in:
1 lb. 8 oz. cake flour
1 lb. 8 oz. bread flour

Drop out on lightly greased and dusted pans, about the size of a walnut. Bake on double pans at about 360° F.

OATMEAL FIG BARS

Cream together:
2 lb. granulated sugar
1 lb. shortening
¾ oz. soda
Lemon flavor to suit

Add:
8 oz. honey

Stir in:
8 oz. whole eggs

Then add:
1 lb. 6 oz. milk

Stir in:
1 lb. 8 oz. chopped figs (white)

Mix together, add and mix in:
3 lb. pastry flour
1 lb. oatmeal

Scale off into 1 lb. pieces. Roll out round in strips the length of a bun pan. Place three strips to each pan and flatten to about three in. in width. Wash the tops with milk or an egg wash.

Bake on double pans at about 375° F.

When baked, ice with a thin water icing, and cut into bars about 1¼ in. wide.

SCOTCH OATMEAL COOKIES (Machine)

Cream together:
4 lb. 8 oz. granulated sugar
2 lb. shortening
2 lb. ground seeded raisins
2½ oz. soda
¼ oz. cinnamon
⅛ oz. nutmeg
⅛ oz. cloves
1½ oz. salt

Add:
10 oz. whole eggs

Mix in:
1 lb. molasses

Add:
12 oz. water

Stir in:
1 lb. 12 oz. fine ground crumbs

Then add and mix in:
2 lb. fine ground oatmeal
8 oz. whole wheat flour
3 lb. 4 oz. pastry flour

Deposit on lightly greased pans. Wash with water and bake at about 350° F.

AIB ANNIVERSARY

(Continued from page 46)

in tens of thousands of miles. They travel by automobile, bus, train and airplane. Howard O. Hunter, AIB president, says as far as he knows, the only means of transportation they have not used are battleships and atomic subs, but he guarantees that if the Navy wants one of the women to lecture on nutrition to the crew of the Nautilus, one of them will show up.

The total contacts with these key people during the past five years run well over 20,000. The addition of two members to the staff in 1958 means the annual contact total will be even higher in years ahead.

That these discussions have impressed educators is demonstrated in a variety of ways. The use of consumer service educational material has been stepped up. Educators are convinced of the soundness of the discussions and of the value of literature. They request large quantities for redistribution to other educators in their areas.

The writings of nutritionists and other key people in the industry show a greater emphasis on the value of bakery foods in the district.

And most important, they request the services of a field staff member in their own educational work. As a result, more and more frequently the staff members are participating in educational meetings as speakers and as lecturers in nutrition workshops. In addition, they have been asked repeatedly to help get nationally known nutrition educators as guest speakers at state conventions of nutritionists, dieticians, home economists or other such groups.

Last but not least is their appearance before large groups to give food-use demonstrations. Here they show to meetings of school lunch directors, dieticians or other quantity food users, the virtues and values of bread and other bakery foods in actual use.

In 1957, demonstrations of this nature, using bakery foods in large quantity, were given before audiences totalling 18,883. Keep in mind that each of these nearly 19,000 people is responsible for the daily feeding, at least once each day, of up to several thousand people.

The value of the work therefore extends to hundreds of thousands of persons over the few years of the work.

The demonstration may be a simple but effective showing of how to make sandwiches in quantity, by the most efficient methods, or it may be a demonstration of how baker sheet cake, layer cake, angel food cake or some other bakery item, can be used for a most appealing dessert in combination with fruit or ice cream. Actually the field staff now has 15 different demonstrations, using a variety of bakery foods, plus two filmstrip presentations, one on breakfasts and the other designed to help restaurant operators do a better job in sandwich making.

These demonstrations may run for a few minutes and can be presented on television interviews, or they may take as much as 45 minutes for a single exposition.

While presenting the demonstration, the field staff member carries on a running commentary discussing the work at hand and incorporating nutrition education. The audience is not only impressed by the effectiveness and the attractiveness of the completed food item, it is also impressed with the fact that these products provide much-needed nutrition.

As is the case in every department of consumer service, complete details as to the multitudinous activities of the field staff cannot be set down in a few hundred or even a few thousand words.

Bakers who subscribe to the Bakers of America Program receive frequent reports on the work of the nutritionist who is assigned to the specific area in which the individual baker is located. Through these reports, the nation's bakers are made aware of the work and its year-after-year importance.

—BREAD IS THE STAFF OF LIFE—

CHARTER ISSUED

DENVER — A new corporation charter has been issued to the Gee Cee Donut Flour Co., Wheatridge, Colo. Listed as incorporators are Gus Cozian, Joseph N. Buergisser and Gerald E. Boatright.

CAKE DECORATING

(Continued from page 3)

to become associated with the Madrillon Restaurant. Mr. Maggia became a vice president of Madrillon and held that office for 12 years before leaving to open a business of his own. In partnership with his brother, Theo Maggia, he opened Clements Pastry and Catering Shop, which still operates until his name.

Mr. Maggia retired in 1947 to build his home and a studio to teach the art of fine baking and cake decorating. Mr. Maggia also teaches ice carving.

Some of the outstanding baking he has done are cakes for U.S. presidents, the first being for President Harding in 1924, President Coolidge in 1926 and President Roosevelt's birthday ball cakes.

Known as a prize winner in his entries, Mr. Maggia entered his first contest in culinary art in 1928. This was a pastry exhibit sponsored by the Hotel Restaurants Assn. He won first prize. In 1930 he entered the international birthday cake contest sponsored by the American Bakers Assn. and again won first prize.

In June, 1954, Mr. Maggia represented the U.S. in the international culinary art exhibit in Switzerland where he received several gold medals and a grand prize and honors for his entries.

Pictured above are two of the prize-winning masterpieces that have given Clement Maggia his worldwide reputation as a cake decorating artist. Mr. Maggia has been named chairman of the baked foods display committee for the Associated Retail Bakers of America 1959 convention and exhibition, in Washington, April 12-15, where he will also demonstrate his decorating skill.

ANSWERS TO "DO YOU KNOW?"

Questions on page 10

1. **False.** The best angel food cakes are produced when 11 oz. to 12 oz. cake flour are used with each quart of egg whites.

2. **False.** Everything being equal, unbleached flour will produce greater spread. Bleaching strengthens the flour, thereby reducing spread.

3. **True.** At 325° F., the sugar will be quite brown in color.

4. **False.** The absorption is decreased. Soft wheat flours have a lower protein content than hard wheat flours producing a shorter, more tender product.

5. **False.** When beating cream at high speed, there is a greater opportunity to overbeat and turn it into butter. Low or medium speed is recommended.

6. **False.** The U.S. government requires that breakfast cocoa contains 22% fat or more.

7. **True.** Due to increase in acidity in the dough, the fermentation time should be shortened.

8. **True.** Lemon pie filling should be cooled as rapidly as possible to prevent this breaking down effect. Acid, heat and moisture convert the starch into a sugar solution.

9. **True.** One pint of 90 grain vinegar is recommended. Where rope has been found, it is recommended that one quart be used. There are available a number of rope and mould inhibitors that may be used instead of vinegar.

10. **False.** Usually 1 lb. water is used with each pound of powdered yolks. Fresh yolks contain about 50% moisture. Some bakers will use 1½ lb. water with each pound of powdered yolks to decrease the cost and make them go farther.

11. **False.** In sponges using all rye flour, dark rye will absorb about 200% water, medium rye about 150% and white rye about 100%.

12. **True.** As cornstarch does not produce any gluten, therefore due to lack of binding action, the finished cakes will be slightly more tender and have a little more volume.

13. **True.** This is a good procedure to use. Some bakers wash the insides of the shells with egg whites, allowing the wash to dry before filling the shells. When this is done, it is not necessary to make them a day ahead. However, due to cost of the whites and the extra labor involved, this procedure is more costly.

14. **False.** Butter is used for flavor. Sour cream butter has a more pronounced butter flavor than sweet cream butter.

15. **False.** Cream of tartar does not produce any carbon dioxide gas. It is used to mellow the gluten in the dough. The dough will be easier to roll out. It is not necessary to use cream of tartar if the dough is allowed to rest over night in a cool place.

16. **True.** If the shortening is added before the flour, it has been found that the total absorption of the dough is slightly decreased. This is due to the flour particles absorbing and also becoming covered with fat. This would exclude some of the water.

17. **False.** The term "pure" only denotes that the proper amount of vanilla beans has been used. The U.S. standards require that a minimum of 13½ oz. beans must be used to make one gallon of extract. The quality of the extract would depend upon the quality of the beans used.

18. **True.** Hot water melts the shortening, making it impossible to produce a flaky crust.

19. **False.** This trouble may be due to having the batter too soft. The pans may be greased too heavily or perhaps there was an excessive top heat in the oven or an exceedingly hot bottom heat.

20. **False.** One quart of corn syrup and one pint of water should be brought to a good boil to make a good glaze.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, $2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, $1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads $7 per inch per insertion. All Want Ads cash with order.

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WANTED — ASSISTANT SUPERINTENDent for medium sized dry corn mill in nationally known expanding organization. Middle West location. Address Ad No. 4387, The American Baker, Minneapolis 40, Minn.

WANTED — RESEARCH CHEMIST FOR practical cereal research. Degree in cereal chemistry and some practical laboratory experience necessary. Excellent opportunity with old established company for person with imagination and proper qualifications. Submit resume stating age, experience, education, personal background and salary requirements. All replies held in strict confidence. Our employees know of this opportunity. Address Ad No. 4422, The American Baker, Minneapolis 40,

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WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan Mill Machinery, Jefferson City, Mo.

Use BAKERY Want Ads for Results

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Confidence in KELLY'S FAMOUS is based on the sound foundation of many years of quality performance . . . a promise that has always been fulfilled. At the start of this New Year we pledge ourselves again to make KELLY'S FAMOUS as good as any flour that can be made.

The WILLIAM KELLY MILLING COMPANY

Capacity 5,000 Sacks **HUTCHINSON, KANSAS** *Grain Storage 1,000,000 Bus.*

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The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.

Married men may not be the best informed people, but they certainly are the most.

◆ ◆ ◆

There was a songwriter in Russia who composed a catchy tune titled Moon Over Moscow. The day after it was published, the secret police paid him a visit. The leader thrust a sheet of music at the composer. "Comrade," he demanded, "is this about our moon or theirs?"

◆ ◆ ◆

Reassuring theater attendant, to late-comer arriving in the intermission: "You're all right, you've missed the worst of it."

◆ ◆ ◆

A shrewd businessman was on a trip through the Southwest and was looking for souvenirs to take home to his friends.

He spotted an old Indian with a pile of blankets for sale and asked, "How much for the lot?"

"A hundred dollars," replied the old Indian.

"Twenty-four dollars," was the reply.

"Listen," said the Indian. "Bargains like Manhattan Island you ain't going to get no more."

◆ ◆ ◆

An elderly man, applying for admission at General Hospital, looked puzzled at the admissions clerk's question:

"What was your state of birth?" she repeated.

The oldtimer scratched his head and answered, "Nude, I guess."

◆ ◆ ◆

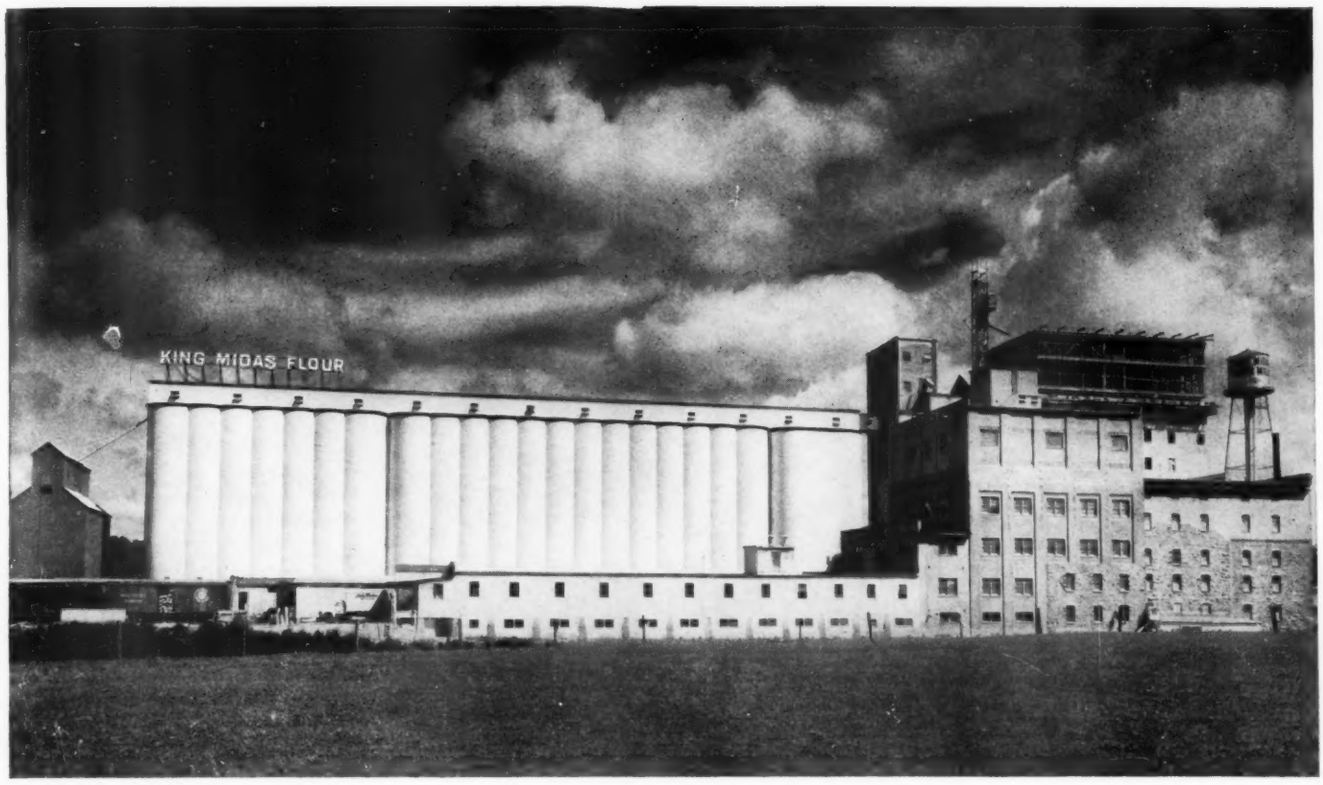
One advantage of being poor: It doesn't take much to improve your situation.

POLAR BEAR FLOUR IS KING

Characteristics of top quality bakery flours vary gradually over the years, as scientific knowledge grows and baking processes develop. But there is one thing unchanging—that's the quality tradition of more than half a century that stands behind POLAR BEAR flour.

FOUNDED BY
ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS



King Midas Flour Mills — Hastings, Minnesota.
9,400 sacks capacity. Mill storage 1,300,000 bu.

KING MIDAS FLOUR MILLS TURNS WHEAT TO GOLD

With W&T Flour Treatment

Dyox machine for accurate generation and application of chlorine dioxide gas.

Wallace & Tiernan's flour treatment won't turn sacks to gold as did the touch of the mythical king; but when used by the King Midas Flour Mills it tops off careful milling for profitable flour sales.

King Midas uses W&T's technical knowledge and experience in flour treating — its single line, "one-roof" responsibility — its time-tested products.

- The Dyox® Process is used to produce flours of uniform workability. The Dyox Process is the no-waste method of producing chlorine dioxide gas of consistent strength — metering the gas not a liquid.
- Novadelox® is used for optimum color removal and best color dress.
- N-Richment-A® is used for vitamin and mineral addition.
- Beta-Chlora® units are used to furnish pin-point pH control.

King Midas Flour Mills is one of the many milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.

NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED
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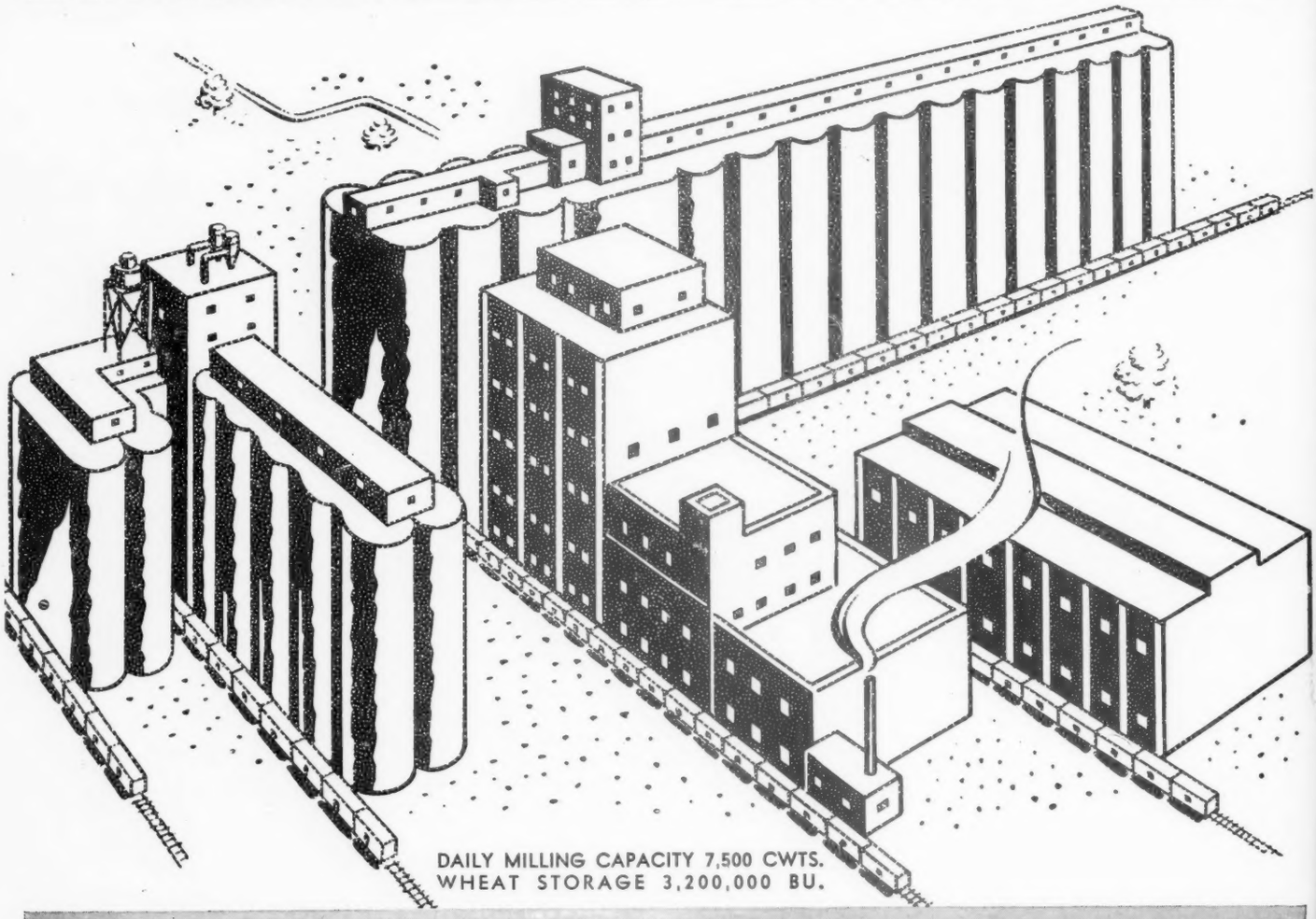

First, last and always . . . we think "quality" when producing I-H flours. Bakers find I-H flours always at the top in bakery performance because they are planned that way from the very first step in production. You will like I-H baking results.

I-H

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KANSAS CITY, MISSOURI